

FORD PUMA



THE SIMPLE WAY TO DRIVE A NEW FORD PUMA

1 EXPLORE

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online

*Puma ST-Line X shown in Desert Island Blue body colour and with optional
19" 5-spoke Matt Black machined alloy wheels.*



1 EXPLORE

BE YOURSELF

Life in the city requires creative thinking. Finding your voice in a crowded space is not about following trends. It's about expressing your own unique style. It's not about demanding attention. It's about confidently showing who you are. Introducing the new Ford Puma. Own the space you occupy.

Combining bold SUV exterior styling, innovative 'human-centric' design and a sophisticated hybrid powertrain, Ford Puma perfectly encapsulates this way of thinking.

And with a greater choice of engines, a new dual-clutch 7-speed automatic transmission, and the sensational ST-Line Vignale and ST series joining the range, Puma now gives you more opportunities than ever to be yourself.

Puma ST-Line Vignale in optional Magnetic body colour.





1 EXPLORE

ELECTRIFIED PERFORMANCE

PUMA ECOBOOST HYBRID

The exciting Puma EcoBoost Hybrid features sophisticated mild hybrid technology for reduced CO₂ emissions, optimised fuel efficiency, and a more responsive driving experience*. The 48-volt mild hybrid electrified powertrain seamlessly integrates electric torque with a choice of low-friction, three-cylinder petrol engines to deliver up to 155 PS (114 kW).

The mild hybrid technology employs a belt-driven integrated starter/generator (BISG) that replaces the standard alternator. The BISG also acts as a motor, using battery power to deliver punchier, more responsive performance, particularly at lower engine speeds, for a more flexible and connected driving experience. Regenerative braking reclaims energy as you slow down, and uses it to deliver a boost as you accelerate, helping to improve performance and efficiency while reducing emissions*.

*For further fuel economy and emissions information, please refer to the specifications section.

Puma ST-Line X shown with optional Desert Island Blue body colour, with optional LED headlights and optional 19" 5-spoke Matt Black machined alloy wheels.

1 EXPLORE

BUILT TO PERFORM

Developed by the Ford Performance team, the sensational new Puma ST charges hard with its 200 PS (147 kW) 1.5-litre Ford EcoBoost engine, delivering 0-100 km/h (0-62 mph) acceleration in just 6.7 seconds. Sophisticated Sports Technologies include a limited-slip differential (available as an option as part of the ST Performance Pack), patented force vectoring springs and a unique steering rack to help keep you securely in touch with the road. Performance enhancements and aggressive styling help to set Puma ST apart, while its innovative 80-litre* Ford MegaBox underfloor stowage compartment provides everyday practicality.

*Cargo and load capacity limited by weight and weight distribution.

Puma ST shown in optional Mean Green metallic body colour and 19" 5x2 spoke Magnetite machined alloy wheels.





EXPLORE

A CLEVER USE OF SPACE

SURPRISINGLY ACCOMMODATING

Life in the city requires an inventive approach to how you occupy space. The new Puma embraces this way of thinking. Aside from being so pleasing to the eye, it also delivers real functionality within the details of its design.

To start with, access to your loadspace is easy even with your hands full. With your keys in your pocket or bag, a simple kicking motion beneath the rear bumper can activate Puma's hands-free tailgate (optional on all series). While the adaptive rear parcel shelf is not fixed to the second row of seats and raises with the tailgate, it can open and allow room for larger storage items.

But what's really clever is the Puma loadspace itself, which incorporates an innovative new MegaBox compartment. Not only providing an extra 80L of storage space if needed[†], the MegaBox also features a waterproof lining and even a drain hole. So if you're an active person, it's the ideal space to store wet or muddy gear after your park run and adds so much space you could even stand taller items upright in it, such as a standard size golf club bag.

[†]MegaBox load volume depends on vehicle specification.

Puma ST-Line X shown with optional Desert Island Blue body colour and 19" 5-spoke Matt Black machined alloy wheels.



EXPLORE

A WAY FORWARD

PUTTING YOU IN CONTROL

With clever features and innovative technologies, the Ford Puma puts you in complete control. From the 12.3" full digital instrument cluster and advanced 8" touchscreen display, to a host of additional services and features available through your SYNC 3 infotainment system and FordPass Connect embedded modem – every element has been designed to make your drive as effortless as possible.

(FordPass Connect is available as a 2 year free trial, after which subscription charges may apply).

Puma ST-Line X shown with standard partial Sensico trim (fabric seat cushion centre and back lower panel inserts, Sensico seat cushion front and back centre panel inserts and bolsters, and seatback bolsters, with Sensico seat facings).



1 EXPLORE

Puma ST-Line X shown with optional Metropolis White body colour and 19" 5-spoke Matt Black machined alloy wheels.



1 EXPLORE

PURE DRIVING ENJOYMENT

PUMA ST-LINE VIGNALE

Get more out of every drive with the dynamic new Puma ST-Line Vignale. From its dramatic 18" 10-spoke Absolute Black machined alloy wheels to its full-LED headlights and sports-style bumpers, it quietly demands attention in any setting. While behind the wheel, it will reward even the keenest driver with its nimble handling, impressive ride comfort and spirited performance.

Puma ST-Line Vignale shown in optional Magnetic body colour.



1 EXPLORE

STYLE AND INGENUITY

CRAFTED FOR YOUR COMFORT

The stylishly comfortable interior of Ford Puma ST-Line Vignale provides a warm welcome. Seats are trimmed in sporty, high-end synthetic material and luxurious perforated leather*. While within this refined environment, you can enjoy the balanced output of the 10-speaker B&O Sound System.

- **Panorama roof** lets the light flood in to enhance the feeling of spaciousness. Providing fresh air when opened, the sliding glass has a solar reflective coating to help keep the interior cool when closed, while an internal sunblind provides extra shade when you need it (option)
- **Dual-clutch 7-speed automatic transmission** adds a new level of refinement, with smooth gear changes and responsive performance (option, includes steering wheel-mounted paddle shifters on ST-Line, ST-Line X and ST-Line Vignale)

*Leather seat facings.

Puma ST-Line Vignale shown with Windsor leather in Ebony. Centre inserts and outer bolster in Windsor leather with luxury vinyl cushion side facings and head restraints. Additional equipment shown is available at extra cost.

VIEW LIFE DIFFERENTLY

GO YOUR OWN WAY

Whichever series Puma you choose, you'll find it already comes with an extensive list of standard specifications. Now you add even more refined style with your choice of exclusive interior and exterior features, such as:

- **19" 5-spoke Matt Black machined finish alloy wheels** (option on ST-Line, ST-Line X and ST-Line Vignale)
- **Panorama roof** with power-operated tilt/slide opening and retractable sunshade (option)
- **Black roof rails** (option)
- **Heated leather-trimmed steering wheel** (optional as part of the Comfort Pack)

Puma ST-Line X shown in optional Metropolis White body colour with optional 19" 5-spoke Matt Black machined alloy wheels.





EXPLORE

CONNECTED AND IN CONTROL

FORD SYNC 3

Available Ford SYNC 3 integrates seamlessly with your smartphone to make communication and navigation effortless*. You can control SYNC-compatible apps with AppLink, while Apple CarPlay and Android Auto let you use the 8" colour touchscreen as if it were your smartphone handset. Using the touchscreen or simple voice commands, you can make calls, write and listen to text messages, and control your music and satellite navigation.

FORDPASS CONNECT

The FordPass Connect modem that's built into your car enables a range of features designed to make driving easier and more enjoyable**. These include Live Traffic† that delivers up-to-date traffic information to your SYNC 3 Navigation system, and Local Hazard Information†† that can warn you of upcoming hazards before they are encountered. In the event of an accident, eCall‡ automatically places a call with the emergency services and shares your location. While for optimum connectivity, it also provides on-board Wi-Fi*** for a maximum of ten devices.

FORDPASS APP

Get the most from your connected car experience with the FordPass app. From smart remote features to detailed vehicle health reports, the FordPass app lets you access even more functions via your smartphone. For peace of mind, you can lock or unlock your vehicle wherever you are, and even defrost the windscreen and activate the heated seats and heated steering wheel (where fitted) on a cold winter's morning (models with automatic transmission only).

Health Alerts send important information, such as tyre pressure and fuel level warnings, direct to your phone.

Other FordPass app features include My Journeys, that can record your trips and deliver tailored insights on how to optimise your driving technique. Each journey is tracked and stored, allowing you to compare by distance, duration, and more. You can log your journeys under personal or business categories and export the data. The app can also provide useful feedback on how to drive more efficiently, by showing you where you've braked too suddenly, accelerated too fast, or cornered too harshly.

Please note: Full SYNC 3 smartphone integration is only available with iPhone 5/Android 5.0 (Lollipop) or higher. To check whether Apple CarPlay and Android Auto are available in your market, please check official Apple CarPlay and Android Auto websites for the latest information. Map updates are complimentary for a limited time following vehicle registration.

*Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

**The on-board modem will be connected at the time of vehicle delivery. You may choose to opt in/out of certain data sharing. Where available, FordPass Connect remote features are complimentary for 10 years, thereafter a subscription may be payable.

***Wi-Fi hotspot (up to 4G LTE) includes a complimentary wireless data trial for a limited time only that begins at time of activation. Afterwards, data bundles can be purchased from Vodafone. Please refer to their website for details of their data packages. To take advantage of the built-in Wi-Fi hotspot capability, Ford vehicles must come with the appropriate hardware, and a data plan is required. Data coverage and service is not available everywhere and terms of your data plan, including applicable message and data rates, may apply.

†Live Traffic access is complimentary for the first 12 months following the registration of a new Ford featuring SYNC 3 with navigation; thereafter a licence subscription is required.

††Local Hazard Information is complimentary for the first 12 months following the purchase of a new Ford with certain driver information modules; thereafter a licence subscription is required.

‡Ford eCall shares vehicle location and helps the occupants initiate a call in their respective language to the local Communications Centre, following a vehicle crash event involving an airbag deployment or fuel pump shut off. The feature operates in more than 40 European countries and regions.

SYNC

1 EXPLORE

INTELLIGENT ADAPTIVE CRUISE CONTROL WITH EVASIVE STEERING ASSIST

Adaptive Cruise Control maintains a set distance between you and the vehicle in front, and can bring your car to a stop. The Pre-Collision Assist, with Evasive Steering Assist, alerts you to potential hazards (such as vehicles and pedestrians), and is designed to help steer around obstacles, while applying the brakes to help reduce an impact (option available on all series except ST).



SELECTABLE DRIVE MODES

Tailor your Puma driving experience to suit the conditions through a selection of five available drive modes. Prioritise different configurations of performance, power and economy, by selecting between **Normal**, **Sport**, **Trail**, **Slippery** and **Eco** settings.

The system adjusts various settings, including throttle response and steering feel, as well as gear-change behaviour on cars with automatic transmission. The instrument cluster also changes to reflect your chosen setting, and includes a 'quiet' mode that displays only the most important information.

PUMA PROJECTION PUDDLE LIGHTS

Be assured of a warm welcome with Puma's distinctive puddle lights. Each time you unlock the doors, puddle lights in the door mirrors illuminate the ground with the eye-catching Puma logo (standard on ST-Line Vignale) and Puma ST specific logo (standard on ST).



PANORAMA ROOF

Enjoy more of the surrounding scenery from the comfort of your Puma. An electrically-operated panorama roof truly lets you bring the world outside into the vehicle cabin. Providing an abundance of fresh air when opened, the sliding glass also has a solar reflective coating to help keep the interior cool when closed. While an internal sunblind provides extra shade when you need it (option on all series).

¹Uses sensors. ²Driver Assistance feature. *Pre-Collision Assist with Pedestrian Detection can detect pedestrians, but not in all conditions and does not replace safe driving. See owner's manual for system limitations. **Evasive Steering Assist does not control steering.

Note Adaptive Cruise Control with Stop and Go (option on models with automatic transmission): If stop is longer than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

Note Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle.



Pre-Collision Assist⁰²⁾

Pre-Collision Assist with pedestrian detection monitors your proximity to other vehicles and pedestrians – even in the dark. If a potential collision is detected, it can alert you with visible and audible warnings and, if needed, pre-charge the brakes to increase brake sensitivity to help enhance responsiveness when you brake (standard on all series).

⁰⁾Uses sensors.
²⁾Driver Assistance feature.
 *Pedestrian Detection is designed to operate at vehicle speeds of up to 80 km/h. Pre-Collision Assist with Pedestrian Detection can detect pedestrians, but not in all conditions and does not replace safe driving. See owner's manual for system limitations.
Note Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle.



LED headlights⁰⁾

Efficient and long-lasting LED headlights produce a bright natural light with a very precise pattern. They also sense when it is dark (standard on ST-Line Vignale and ST, available as part of the optional Technology Pack on Titanium and optional on ST-Line and ST-Line X).

Auto high beam detects oncoming vehicles and will automatically dip your beams for you. Available as standard on all series in conjunction with Lane-Keeping Aid (part of Lane-Keeping System).

⁰⁾Uses sensors.

Rear wide-view camera²⁾

Helpful when reversing into or out of spaces, and activated by selecting reverse gear, the rear wide-view camera provides a clear view left and right, displaying a near 180-degree view behind the car to your SYNC 3 screen (available on all series as part of the optional Driver Assistance Pack).

²⁾Driver Assistance feature.
Note Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle.



Lumbar massage seats

Puma's driver and front passenger seats can be enhanced by a lumbar massage function for additional comfort and support. Activated at the push of a button, the 3-way adjustable massage settings revitalise tired muscles – ideal for longer journeys (standard on ST-Line Vignale only).



Blind Spot Information System⁰²⁾

Blind Spot Information System alerts you via discreet warning lights built into both door mirrors, when another vehicle – car, van or lorry – enters your blind spot while driving. Similarly, Cross Traffic Alert is designed to warn you if a moving vehicle or other hazard is detected, while you reverse from a perpendicular parking space, and can automatically apply the brakes if you take insufficient action (available on all series as part of the optional Driver Assistance Pack).

⁰⁾Uses sensors.
²⁾Driver Assistance feature.
Note Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle.

Wireless charging pad

A convenient wireless charging pad keeps your devices ready for use (standard on ST-Line X, ST-Line Vignale and ST).



2

SELECT

With a choice of exterior and interior styling, there's a new Ford Puma that's right for you.

**Titanium**

The luxurious Titanium series delivers superior levels of sophistication and comfort using premium materials.

Key features

- 17" 10-spoke Absolute Black alloy wheels
- Projector Headlamps with LED daytime running lamps
- Power-foldable heated door mirrors
- Ford SYNC 3 Navigation with DAB, 8" TFT touchscreen display, Apple CarPlay, Android Auto, hands-free calling, GPS, Bluetooth®, FordPass Connect (Embedded Modem) and two USB ports
- Rear parking sensors
- Pre-collision assist with AEB

**ST-Line**

With its eye-catching individuality, ST-Line provides a captivating approach to our state-of-the-art sport series.

Key features

- 17" 5x2 spoke Black Machined Finish alloy wheels
- ST-Line body styling kit including large rear spoiler
- Full Digital 12.3" instrument cluster
- Sports suspension
- ST-Line flat bottomed steering wheel

**ST-Line X**

ST-Line X offers you a most memorable driving experience, combining rewarding acceleration with agility and control.

Key features (additional to ST-Line)

- 18" 5x2-spoke Matt Black alloy wheels
- Partial Premium Sensico Trim
- B&O Premium Audio System with 10 speakers and subwoofer and 8" TFT colour touchscreen display
- Wireless Charging Pad
- Privacy Glass

**ST-Line Vignale**

Elevated levels of style and performance come together beautifully in the exceptional new ST-Line Vignale.

Key features (additional to ST-Line X)

- 18" 10-spoke Absolute Black machined alloy wheels
- Full leather seat trims
- Fixed LED signature headlamps
- Lumbar Massage Front Seats
- Heated driver/passenger seats

**ST**

Experience the ultimate Puma ST with its bold sports styling, rewarding driving performance and uncompromising practicality.

Key features (additional to ST-Line X)

- 19" 5x2 spoke Magnetite machined alloy wheels
- Unique ST body kit
- Recaro sport seats with ST logo finished in partial leather
- Black painted contrast roof
- Red painted brake calipers

Titanium

Key exterior features

- 17" 10-spoke alloy wheel - Absolute Black machined
- Projector headlamps with LED day time running lamps
- Front fog lamps with cornering lights
- Rear LED lamps
- Auto headlights with rain-sensing wipers and auto high beam
- Power-foldable heated door mirrors with puddle lamps
- Rear parking sensors
- Quickclear heated windscreen

Key interior features

- Ford SYNC 3 Navigation with 8" touchscreen and FordPass Connect (Embedded Modem)
- Electronic Automatic Temperature Control (EATC)
- Pre-collision assist with autonomous emergency braking (AEB)
- Cruise control
- Lane-keeping system and lane departure warning
- Auto-dimming rear-view mirror
- 4.2" colour TFT high series analogue cluster
- Ford MegaBox (Extended boot space)
- Selectable drive modes (Normal, Eco, Sport, Slippery & Trail)

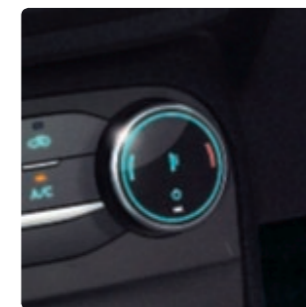
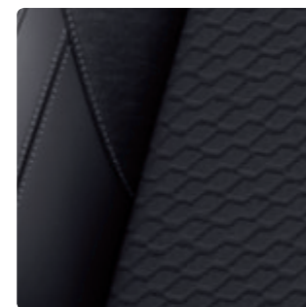
Engines

Petrol

- 1.0L EcoBoost 125 PS 7 speed automatic

Petrol mild hybrid vehicle

- 1.0L EcoBoost (mHEV) 125 PS 6 speed manual
- 1.0L EcoBoost (mHEV) 155 PS 6 speed manual



ST-Line

Key exterior features (different to Titanium)

- 17" 5x2-spoke alloy wheels - Black machined finish
- Unique ST-Line body colour front bumper and body colour rear bumper with diffuser
- Sports suspension
- Large rear spoiler
- ST-Line badge
- Chrome exhaust

Key interior features (different to Titanium)

- 12.3" full digital instrument cluster
- Manual air conditioning
- ST-Line flat-bottomed leather steering wheel with unique red stitching
- Black leather-trimmed handbrake handle with red stitching
- Sports-style stainless steel pedals with rubber inserts (manual transmission only)
- Aluminium gearshift knob
- Sports-style front seats including 4-way manual seat adjustment with manual lumbar support
- Dark headliner

Engines

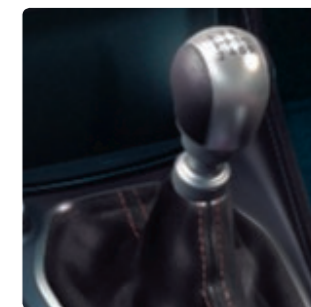
Petrol

1.0L Ford EcoBoost 125 PS 7 speed automatic

Petrol mild hybrid vehicle

1.0L EcoBoost (mHEV) 125 PS 6 speed manual

1.0L EcoBoost (mHEV) 155 PS 6 speed manual



ST-Line X

Key exterior features (additional to ST-Line)

- 18" alloys - Matt Black machined
- Privacy glass

Key interior features (additional to ST-Line)

- Partial Premium Sensico seat trim
- Electronic Automatic Temperature Control (EATC)
- B&O Premium Audio System (675 Watts, 10 Speakers)
- Wireless charging pad
- Carbon look interior deco spears

Engines

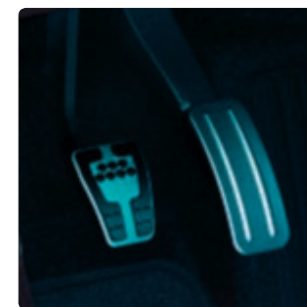
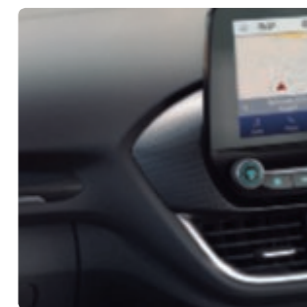
Petrol

1.0L Ford EcoBoost 125 PS 7 speed automatic

Petrol mild hybrid vehicle

1.0L EcoBoost (mHEV) 125 PS 6 speed manual

1.0L EcoBoost (mHEV) 155 PS 6 speed manual



ST-Line Vignale

Key exterior features (additional to ST-Line X)

- 18" 10-spoke Absolute Black machined alloy wheels
- Unique Vignale exterior styling under alloy wheels
- Front parking sensors
- Fixed LED signature headlamps
- Dual power-foldable heated door mirror with floor logo lamp

Key interior features (additional to ST-Line X)

- Full leather seat trims
- Sensico® wrapped unique instrument panel with Metal Grey stitching
- Heated driver/passenger seats
- Heated steering wheel
- Lumbar Massage Seats Driver & Passenger
- Keyless entry

Engines

Petrol

1.0L Ford EcoBoost 125 PS 7 speed automatic

Petrol mild hybrid vehicle

1.0L EcoBoost Hybrid (mHEV) 125 PS 6 speed manual

1.0L EcoBoost Hybrid (mHEV) 155 PS 6 speed manual



Key exterior features (additional to ST-Line X)

- 19" 5x2 spoke Magnetite machined alloy wheels
- Unique ST elements to front & rear body styling kit
- Ford Performance embossed splitter
- Fixed LED signature headlamps
- Black painted contrast roof
- Dual chrome exhaust
- Red brake calipers
- ST logo projection (from door mirrors)
- Front parking sensors

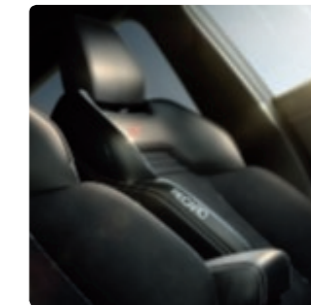
Key interior features (additional to ST-Line X)

- ST flat bottomed steering wheel with metal grey stitching
- Recaro sport seats with ST logo finished in partial leather and Miko Dinamica
- Heated steering wheel and front heated seats
- Ford KeyFree System
- Unique ST gear shift knob
- ST scuff plates
- ST front & rear mats
- Alloy sports pedals
- Engine Sound Enhancer

Engine

Petrol

1.5L Ford EcoBoost 200 PS (147 kW) 6 speed manual



3

PERSONALISE

Choose your colour, wheels, options and extras, and make Puma unmistakably yours.



Mean Green
Metallic^{†*}

LIFE IN COLOUR

Ford Puma owes its beautiful and durable exterior to a special multi-stage painting process. From the wax-injected steel body sections to the protective top coat, new materials and application processes ensure your new Puma will retain its good looks for many years to come.

COLOURS



Blazer Blue
Standard^{**}



Race Red
Premium[†]



Magnetic
Exclusive[†]



Solar Silver
Premium^{†**}



Frozen White
Premium[†]



Agate Black
Premium[†]



Metropolis White
Exclusive^{†**}



Fantastic Red
Exclusive[†]



Grey Matter
Exclusive[†]



Desert Island Blue
Exclusive[†]

[†]At extra cost. ^{*}Colour only available on ST. ^{**}Colour not available on ST.

The Ford Puma is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions.

Note: The car images used are to illustrate body colours only and may not reflect current specification or product availability in certain markets. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of the printing processes used.

3 PERSONALISE TRIMS

WHEELS



Titanium (Standard)
Cloth trim in Ebony



Titanium (Option)
Premium Partial Sensico in Ebony



ST-Line (Standard)
Cloth trim in Ebony with red stitching



ST-Line X (Standard)
Partial Premium Sensico with red stitching*



ST-Line Vignale (Standard)
Premium Leather with metal grey stitching



ST (Standard)
ST Recaro Sport Seats in Partial Leather with Miko Dinamica



17"
10-spoke Black machined finish alloy wheel
Standard on Titanium
(Fitted with 215/55 R17 tyres)



17"
5x2-spoke Black machined finish alloy wheel
Standard on ST-Line
(Fitted with 215/45 R17 tyres)



18"
5x2-spoke Matt Black alloy wheel
Standard on ST-Line X
(Fitted with 215/50 R18 tyres)



18"
10-spoke Absolute Black machined alloy wheel
Standard on ST-Line Vignale
(Fitted with 215/50 R18 tyres)



19"
5-spoke Matt Black machined alloy wheel
Optional on ST-Line, ST-Line X and ST-Line Vignale
(Fitted with 225/40 R19 tyres)



19"
5x2 spoke Magnetite machined alloy wheel
Standard on ST
(Fitted with 225/40 R19 tyres)

Note All alloy wheels are available as accessories through your Ford Dealer at extra cost.
Visit ford-accessories.com

3 PERSONALISE ACCESSORIES



1. Rear bumper load protection foil
2. Performance gear shift knob
3. Door sill protection foil
4. Coat hanger
5. First aid kit
6. Box-in-box system
7. Rubber floor mats
8. Boot liner
9. G3+ roof box
10. Cross bars
11. Thule®+ roof bike carrier
12. Mud flaps

Items ordered as an option, will be fitted in the factory. If ordered as an accessory, items will be fitted at the dealership.
Fitment of accessories may have an impact on your vehicle's fuel consumption.
*Item covered by third party supplier's warranty, please see back cover for details.



Download the full Puma accessory guide here.

For more accessories please visit

www.ford-accessories.co.uk

For a range of Ford branded merchandise – visit

www.fordlifestylecollection.com



4

SPECIFICATIONS

Get to know your new Ford Puma inside and out, from its intelligent engine technology to its generous loadspace.

Puma EcoBoost Hybrid

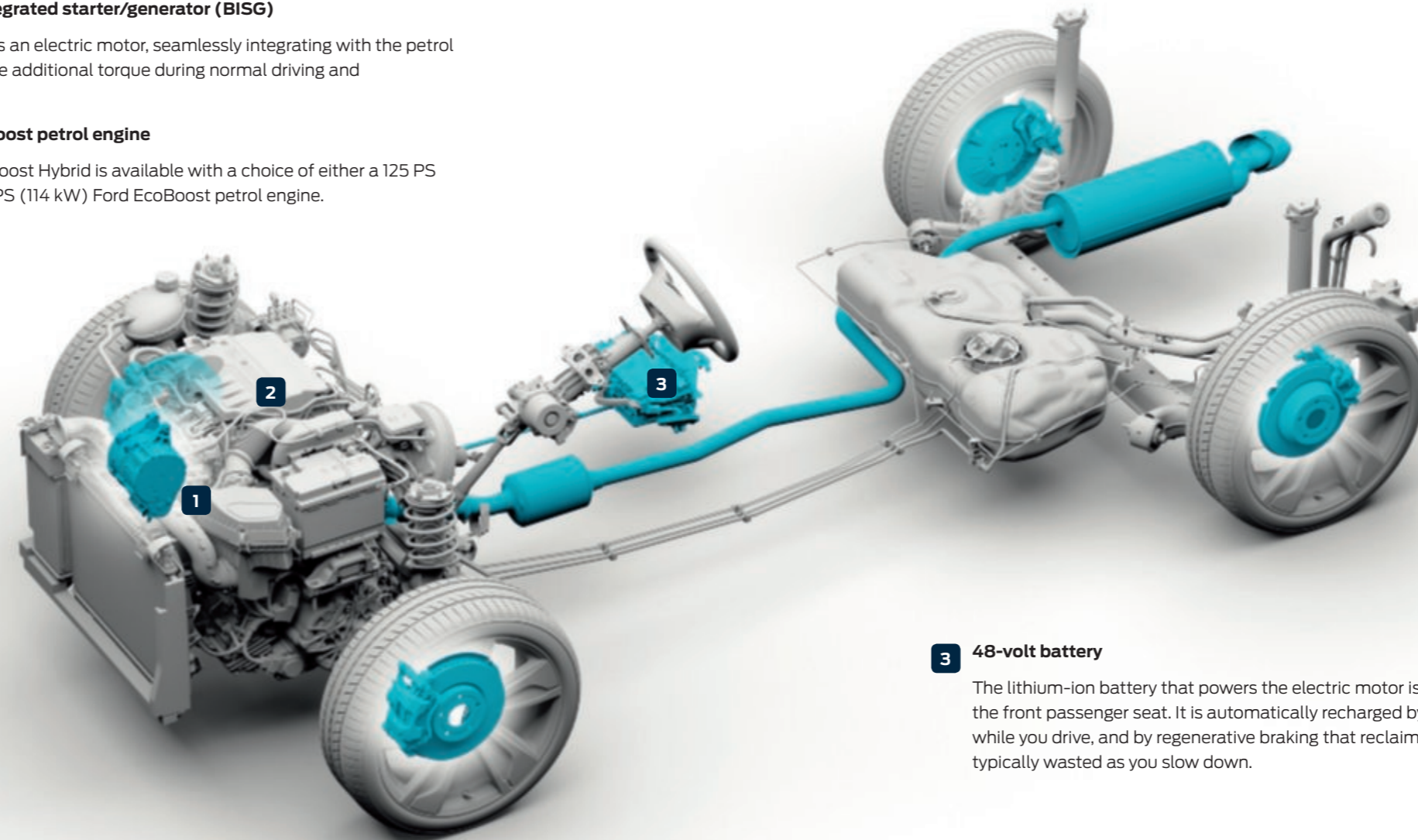
Available with a choice of 125 PS (92 kW) or 155 PS (114 kW) Ford EcoBoost Hybrid engines

1 Belt-driven integrated starter/generator (BISG)

The BISG acts as an electric motor, seamlessly integrating with the petrol engine to provide additional torque during normal driving and accelerating.

2 1.0L Ford EcoBoost petrol engine

The Puma EcoBoost Hybrid is available with a choice of either a 125 PS (92 kW) or 155 PS (114 kW) Ford EcoBoost petrol engine.



3 48-volt battery

The lithium-ion battery that powers the electric motor is located under the front passenger seat. It is automatically recharged by the engine while you drive, and by regenerative braking that reclaims the energy typically wasted as you slow down.

4 SPECIFICATIONS ENGINES

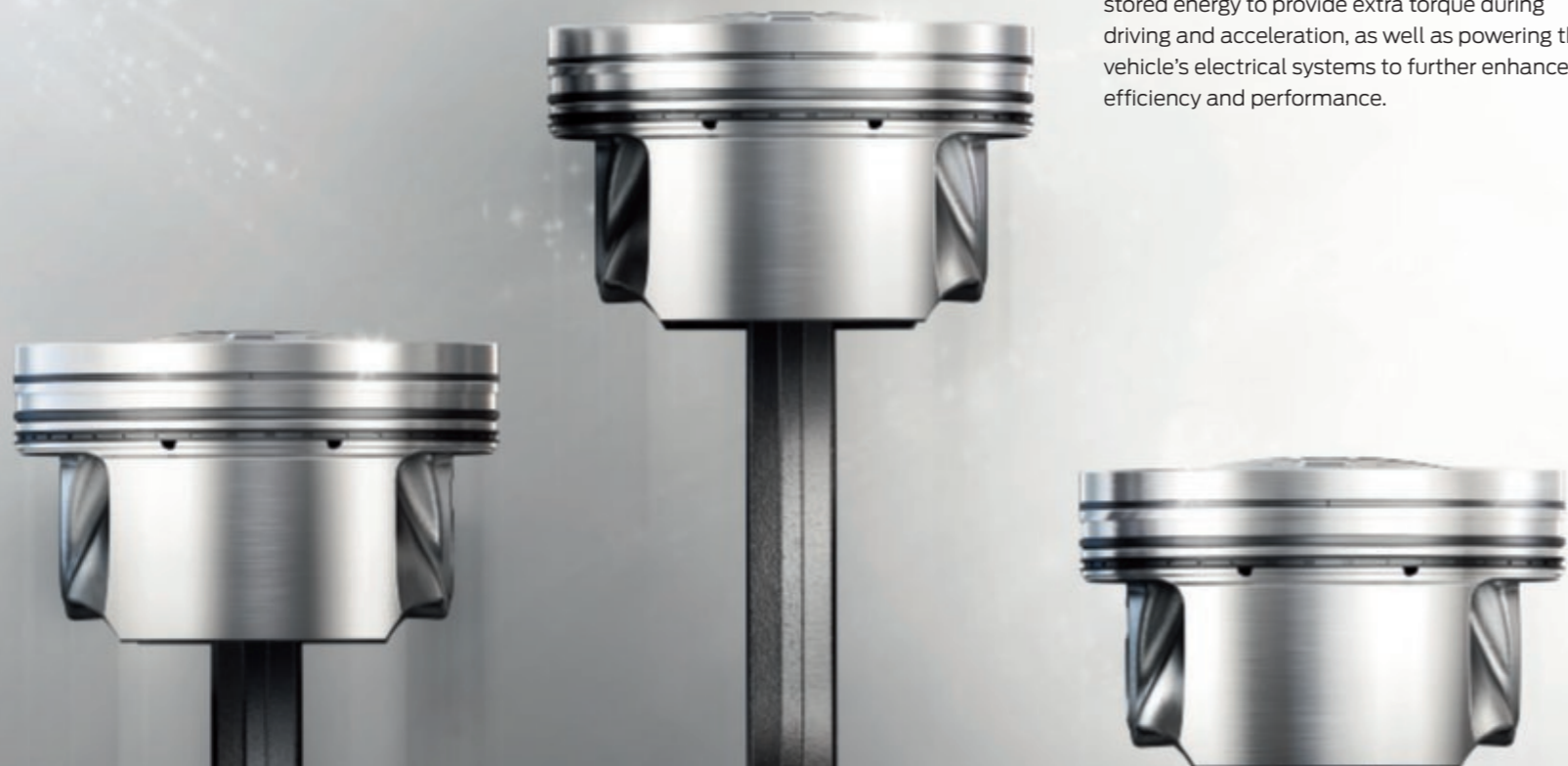
With a choice of new forward-thinking, advanced mild hybrid (mHEV) petrol engines, the new Puma delivers outstanding performance, together with impressive fuel economy and low emissions figures.

FORD ECOBOOST HYBRID

Ford's sophisticated mild hybrid technology is tailored to enhance fuel efficiency, while complementing Puma's acclaimed driving dynamics.

The system enhances the 1.0-litre Ford EcoBoost petrol engine with a belt-driven integrated starter/generator (BISG), which recovers the energy usually lost during braking and coasting, and uses it to charge its on-board battery pack.

The BISG also acts as a motor, seamlessly integrating with the petrol engine and using the stored energy to provide extra torque during driving and acceleration, as well as powering the vehicle's electrical systems to further enhance efficiency and performance.



Fuel and performance

	1.0L EcoBoost Hybrid (125 PS)	1.0L EcoBoost (125 PS)	1.0L EcoBoost Hybrid (155 PS)	1.5L EcoBoost (200 PS)
5-door				
Emission standard	Stage 6.2	Stage 6.2	Stage 6.2	Stage 6.2
Maximum Power PS (kW)	125 (92)	125 (92)	155 (114)	200 (147)
Torque Nm	210	200	240	320
CO ₂ emissions WLTP (g/km) ⁹⁰	127-129	138-140	127-129	155
Transmission	6-speed manual	7-speed automatic	6-speed manual	6-speed manual
Drive	4x2	4x2	4x2	4x2
Combined Fuel Consumption (WLTP figures with options)⁹⁰				
Lowest Performing MPG (L/100km) (Combined)	49.5 (5.7)	45.6 (6.2)	49.5 (5.7)	41.5 (6.8)
Highest Performing MPG (L/100km) (Combined)	50.4 (5.6)	46.3 (6.1)	50.4 (5.6)	41.5 (6.8)
Performance⁹¹				
Max. speed (mph)	119	116	124	137
0-62 mph (secs)	9.8	10.2	9.0	6.7
Weights and loads				
Kerbweight (kg) ⁹²	1280	1326	1280	1358
Gross vehicle mass (kg)	1760	1806	1760	1815
Max. trailer mass 12% (kg)	1100	1100	1100	750
Max. towable mass (kg) (unbraked)	640	640	640	640
Vertical load limit (kg) (tongue load)	75	75	75	75

⁹⁰In 4th gear. All petrol engines are equipped with a catalytic converter.

⁹¹The declared Fuel/Energy Consumptions, CO₂-Emissions and Electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. Light Duty Vehicles type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) have Fuel/Energy Consumptions and CO₂-Emission information for both New European Drive Cycle (NEDC) and WLTP. WLTP is a new, more realistic test procedure for measuring fuel consumption and CO₂ emissions and will fully replace the NEDC latest by end of the year 2020. 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. A guide on fuel economy and CO₂ emissions which contain data for all new passenger car models is available at any point of sale free of charge or can be downloaded under <http://carfueldata.dft.gov.uk>.

⁹²Represents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted. **Towing limits** quoted represent the maximum towing ability of the vehicle at its gross vehicle mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. **Gross train mass** includes trailer weight. Roof load limit is a maximum of 50 kg on all models (roof load limit is reduced to 0 kg when panorama roof is specified). Towing capacity is reduced to 0 kg for 1.0 Ford EcoBoost and 1.5 Duratorq engines when panorama roof is selected. Towing capacity is reduced to 0 kg for 1.0 Ford EcoBoost automatic and 1.5 Duratorq 120 PS engines when either a spare wheel or 18" alloys are selected. Towing limit is reduced to 0 kg for ST-Line series.

4 SPECIFICATIONS DIMENSIONS

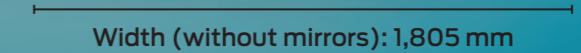
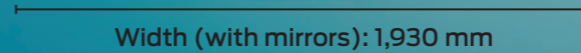
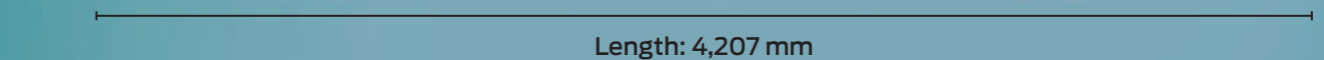
	Titanium 5 door	ST-Line 5 door	ST 5 door
Overall length without/with towbar (mm)	4186	4207	4226
Overall width with mirrors (mm)	1930	1930	1930
Overall width with folded-back mirrors (mm)	1805	1805	1805
Overall height without roof rails (mm) (unladen)	1537	1537	1533
Minimum distance between wheel arches (mm) (in luggage compartment)	1000	1000	1000
Turning circle – kerb to kerb (m)	10.4	10.4	10.4
Interior dimensions			
1st seat row headroom (mm) (without panorama roof)	1000	1000	1000
1st seat row leg room (mm) (maximum with seat in rearmost mid-height position)	1127	1127	1127
1st seat row shoulder room (mm)	1348	1348	1348
2nd seat row headroom (mm) (without panorama roof)	965	965	965
2nd seat row leg room (mm) (maximum with seat in rearmost mid-height position)	877	877	877
2nd seat row shoulder room (mm)	1320	1320	1320
Luggage capacity (litres)			
5-seat mode (laden to package tray, with tyre repair kit)	456	456	456
Ford MegaBox (with tyre repair kit)	80	80	80
2-seat mode (laden to roof) (with tyre repair kit)	1216	1216	1216
Loadspace			
Max. loading height (mm)	865	865	865
Loading width between wheel arches (mm)	1000	1000	1000
Loading length (at floor to second row seats) (mm)	726	726	726
Fuel tank capacity (litres)			
Petrol	42	42	45

Want to see the full specifications?

To view the full features and specifications of this vehicle, download the digital brochure or view the interactive brochure at www.ford.co.uk or scan the code.



Dimensions may vary dependent on the model and equipment fitted.



Colour and trim

	Standard body colours	Premium body colours*				Exclusive body colours*					
	Blazer Blue	Frozen White	Race Red	Agate Black	Solar Silver	Fantastic Red	Desert Island Blue	Metropolis White	Grey Matter	Magnetic	Mean Green
Titanium											
Seat facing trim and colour: Alhambra in Ebony											
Seat bolster trim and colour: Casual in Ebony	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available
Instrument panel colour: Ebony											
ST-Line											
Seat facing trim and colour: Court in Ebony											
Seat bolster trim and colour: Belgrano in Ebony	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available
Instrument panel colour: Ebony											
ST-Line X											
Seat facing trim and colour: Tire on Casual in Ebony											
Seat bolster trim and colour: Premium Sensico in Ebony	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available	Available
Instrument panel colour: Ebony											
ST-Line Vignale											
Seat facing trim and colour: Premium Leather in Ebony											
Seat bolster trim and colour: Premium Sensico in Ebony		Available	Available	Available	Available	Available	Available	Available	Available	Available	Available
Instrument panel colour: Ebony											
ST											
Seat facing trim and colour: Miko Dinamica in Ebony											
Seat bolster trim and colour: Premium Leather in Ebony		Available	Available	Available	Available	Available	Available	Available	Available	Available	Available
Instrument panel colour: Ebony										Available	Available

Available

Available

Option at extra cost

Part of an option pack at extra cost

*Premium and Exclusive body colours are options at extra cost.

Styling and appearance

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Wheels					
Alloy – 17"x7", 10-spoke, Absolute Black finish (fitted with 215/55 R17 tyres*)	Available				
Alloy – 17"x7", 5x2-spoke, Black Machined Finish (fitted with 215/55 R17 tyres*)		Available			
Alloy – 18"x7", 5-spoke, Matt Black Machined Finish (fitted with 215/40 R18 tyres*)			Available		
Alloy – 18"x7", 5x2-spoke, ST-Line Vignale Unique Alloy (fitted with 215/40 R18 tyres*)				Available	
Alloy – 19"x7.5", 5-spoke, Matt Black Machined Finish (fitted with 225/40 R19 tyres*)		Option at extra cost	Option at extra cost	Option at extra cost	
Alloy – 19"x7.5", 5-spoke, Magnetite Machined Finish (fitted with 225/40 R19 tyres*)					Available
Alloy – 19"x7.5", 5-spoke, Magnetite Dark Finish (Fitted with 225/40 R19 tyres*)					Option at extra cost
Tyre repair kit	Available	Available	Available	Available	Available
Locking wheel nuts	Available	Available	Available	Available	Available
Design features					
Active grille shutter	Available	Available	Available	Available	Available
Front bumper – Base facia body colour with lower part black	Available				
Front bumper – Unique ST-Line sport design, body colour		Available	Available		
Front bumper – Unique ST-Line Vignale design, body colour				Available	
Front bumper – Unique ST design, body colour					Available
Rear bumper – Plastic, dual colour	Available				
Rear bumper – Body colour with diffuser		Available	Available		
Rear bumper – ST-Line Vignale Body colour with special masking				Available	
Rear bumper – ST unique					Available
Bright exterior door frame moulding	Available			Available	

*The wheel you choose will be fitted with the tyre size noted, but no choice of tyre brand is available.

Styling and appearance

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Lower bodyside moulding with chrome insert	Available				
Lower bodyside moulding – Body colour		Available	Available		
Lower bodyside moulding – body coloured, high gloss black painted spear with chrome insert				Available	
Lower bodyside moulding – painted accents, painted door spears in high gloss black					Available
Rear spoiler – Body colour with centre high mounted brake light	Available				
Large Rear spoiler – Body colour, with centre high mounted brake light		Available	Available	Available	Available
Tailgate – Manual	Available	Available	Available	Available	Available
Hands-free Power Tailgate (Ford KeyFree System with Ford Power starter button, includes Motion Sensing Key Fob)	Option at extra cost	Option at extra cost	Option at extra cost	Option at extra cost	Option at extra cost
Rear Privacy Glass	Option at extra cost	Option at extra cost	Available	Available	Available
ST-Line badge		Available	Available	Available	
Puma Badge	Available	Available	Available	Available	Available
ST badge					Available
EcoBoost Hybrid tailgate badge (only available with 1.0L EcoBoost Hybrid)	Available	Available	Available	Available	
Roof Rails – Black	Option at extra cost	Option at extra cost	Option at extra cost		
Threshold plates – Unique ST-Line, front				Available	
Threshold plates – Unique ST					Available
Standard foot pedal design	Available				
Sport pedal set – Stainless steel cappings and rubber inserts (manual transmission only)		Available	Available	Available	Available
Headliner – Deluxe	Available	Available	Available	Available	Available
Instrument panel – High level	Available	Available	Available	Available	Available
Paint					
Agate Black painted roof (only available with these body colours: Solar Silver, Magnetic, Desert Island Blue, Metropolis White, Grey Matter and Lucid Red)	Option at extra cost	Option at extra cost	Option at extra cost	Option at extra cost	Available

Driving experience

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Driver assistance					
Active Park Assist – Front and rear parking distance sensors, including perpendicular park assist and park-out assist (available as part of the optional Driver Assistance Pack)	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost
Parking distance sensors – Rear	Available	Available	Available	Available	Available
Parking distance sensors – Front	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost
Cruise control (includes Adjustable Speed Limiter)	Available	Available	Available	Available	Available
Adaptive Cruise Control (includes Evasive Steering Assist) (available as part of the optional Driver Assistance Pack)	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost
Intelligent Speed Limiter	Available	Available	Available	Available	Available
Rear wide-view camera (available as part of the optional Driver Assistance Pack)	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost	Part of an option pack at extra cost
Lane-Keeping System with Lane Departure Warning	Available	Available	Available	Available	Available
Exterior lighting					
Front fog lights (includes cornering lights)	Available	Available	Available	Available	Available
Headlights – LED projector headlights (LED low beam projector included, LED daytime running lights, with either black bezel (ST-Line) or chrome bezel (Titanium))	Available	Available	Available	Available	Available
Headlights – Fixed LED signature headlights (ST-Line, ST-Line X, black/metalized for Titanium)	Part of an option pack at extra cost	Option at extra cost	Option at extra cost	Available	Available
Headlights – Automatic on/off and high beam (includes automatic wipers with rain sensor, headlight courtesy delay)	Available	Available	Available	Available	Available
Rear lights – Split LED	Available	Available	Available		
Suspension					
Suspension – Standard duty	Available				
Suspension – Sports-tuned		Available	Available	Available	
Suspension – ST unique					Available

*The wheel you choose will be fitted with the tyre size noted, but no choice of tyre brand is available.

Available

Option at extra cost

Part of an option pack at extra cost

Driving experience

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Instruments and controls					
Steering wheel – 3-spoke, leather-trimmed sport with unique stitching		Standard	Standard	Standard	
Steering wheel – 3-spoke, leather-trimmed sport with ST unique stitching					Standard
Steering wheel – 3-spoke, leather-trimmed	Standard				
Steering wheel – Heated, leather-trimmed (available as part of the optional Comfort Pack)	Option at extra cost	Option at extra cost	Option at extra cost	Standard	Standard
Option Packs					
Driver Assist Pack – Pre-Collision Assist, Adaptive Cruise Control (ACC not available with ST), Blind Spot Information System with Cross Traffic Alert, Active Park Assist and rear wide-view camera	Option at extra cost	Option at extra cost	Option at extra cost	Option at extra cost	Option at extra cost
Technology Pack – Fixed LED signature headlights and full TFT LCD instrument cluster	Option at extra cost				
ST Performance Pack – Mechanical Limited Slip Differential (LSD), Launch Control, Performance Shift Light and Shift Indicator					Part of an option pack at extra cost

Performance and efficiency

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Engine					
Auto Start-Stop	Standard	Standard	Standard	Standard	Standard
Technology					
Trip/fuel computer	Standard	Standard	Standard	Standard	Standard

- Standard
- Option at extra cost
- Part of an option pack at extra cost

Comfort and convenience

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Interior convenience					
Openable panorama roof	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Centre console – Premium, two front illuminated cup holders with armrest and openable stowage area with USB connectivity, and 12 V power point	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Audio and communication systems					
Ford SYNC 3 Navigation with DAB, 8" TFT touchscreen display, seven speakers (four front, two rear, one centre), MP3-compatible, remote audio controls, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and two USB ports for external music devices	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
B&O Premium Audio System + Ford SYNC 3 Navigation, with DAB, 8" TFT touchscreen display, 10 speakers (four front, four rear, one centre) with subwoofer, MP3-compatible, remote audio controls, B&O Sound System, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and two USB ports for external music devices	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Climate control					
Air conditioning – Manual control		<input checked="" type="checkbox"/>			
Air conditioning – Electronic Automatic Temperature Control (EATC)	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Interior lighting					
Courtesy light – Ambient LED courtesy lighting (single colour), footwell area, cup holder, door map pockets, front and rear map-reading lights	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Seating					
Front seats – Sports-style (including rear map pocket)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Front seat – Driver's manual height and fore/aft adjustment 4-way	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Front seat – Passenger's manual height and fore/aft adjustment 4-way (included with Panorama Roof option)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Front seat – Driver's manual lumbar support adjustment		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Front seat – Driver massage seat lumbar support	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>	
Front seat – Passenger's manual lumbar support adjustment		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Front seat – Passenger massage seat lumbar support				<input checked="" type="checkbox"/>	
Front seats – Heated cushion and seatback (Available as Part of Comfort Pack)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rear seats – 2-way head restraint up/down	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rear seats – 60:40 split folding seat back	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Comfort and convenience

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Instruments and controls					
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, body colour housings	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, black colour housings with logo projection				<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tailgate wash/wipe	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wipers – Automatic, with rain sensor	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Handbrake – Black leather-trimmed with stitching	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gearshift knob – Leather-trimmed with premium gaiter (Red stitch for ST-Line and ST-Line X) (requires 7-speed automatic transmission for ST-Line and ST-Line X)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Gearshift knob – Aluminium knob ST-Line and ST-Line X aluminium knob and gaiter (Not available with 7-speed automatic transmission)		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Soft-feel gearshift knob with Metal Grey stitching					<input checked="" type="checkbox"/>
Soft-feel gearshift boot	<input checked="" type="checkbox"/>				
Soft-feel gearshift boot with Metal Grey stitching				<input checked="" type="checkbox"/>	
Soft-feel gearshift boot with Red stitching		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>		
Soft-feel gearshift boot with Silver stitching					<input checked="" type="checkbox"/>
Ford Power starter button	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ford KeyFree System with Ford Power starter button with Motion Sensing Key Fob (available with the optional Handsfree power tailgate)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows – Electrically-operated front with one-touch lowering/closing on driver's side	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Windows – Electrically-operated front and rear with one-touch lowering/closing on driver's side, global closing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Technology					
4.2" colour TFT high series analogue cluster	<input checked="" type="checkbox"/>				
12.3" full TFT/LCD instrument cluster	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Quickclear heated windscreen	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Wireless charging pad			<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rear-view mirror – Standard	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Rear-view mirror – Auto-dimming and rain sensing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Standard

Option at extra cost

Part of an option pack at extra cost

*Ford Emergency Assistance is an innovative SYNC feature that uses a Bluetooth®-paired and connected mobile phone to help vehicle occupants initiate a direct call to the local Communications Centre, following a vehicle collision event involving an airbag deployment or fuel pump shut off. The feature operates in more than 40 European countries and regions.

Safety and security

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Safety					
Blind Spot Information System with Cross Traffic Alert (available as part of the optional Driver Assistance Pack)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Acoustic laminated windscreen	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
First aid kit strap	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Restrain Device Pack – Includes Front, Side and Curtain driver and front passenger's airbags ¹⁾ , belt minder and belt pretensioner (no pretensioner on rear centre seat), front and rear outer seats with load limiter, ISOFIX and top tether	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Security					
Remote central/double locking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Thatcham Category 1 perimeter and volume-sensing alarm	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Brakes					
Pre-Collision Assist with Emergency Brake Assist, Active Braking with Pedestrian Detection and Forward Alert	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Electronic Stability Control ¹⁾ with Traction Control ¹⁾ and Emergency Brake Assist (EBA) ¹⁾	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Emergency Brake Warning ²⁾ – Automatic flashing of brake lights under heavy braking	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Instruments and controls					
Lane-Keeping Aid (includes Lane-Keeping Alert)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Cruise control (includes Adjustable Speed Limiter)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Intelligent Adaptive Cruise Control (ACC) with Evasive Steering with manual transmission (ACC is not available on ST), ACC Stop and Go incl. Traffic Jam Assist (Automatic Only) (available as part of the optional Driver Assistance Pack)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Technology					
Traction Control – Including Hill Start Assist ²⁾ , Anti-lock braking system (ABS), Emergency Brake Assist (EBA)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Tyre Pressure Monitoring System (TPMS) ¹⁾	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Utility

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
Carpet and trim					
Floor mats – Front and rear, premium with double stitching (Titanium only comes with front floor mats)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Floor mats – ST					<input checked="" type="checkbox"/>
Exterior functional					
Detachable tow bar	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Loadspace compartment					
Load management system including Ford MegaBox	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

¹⁾Safety feature, ²⁾Driver assistance feature.

***Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat**

Standard

Option at extra cost

Part of an option pack at extra cost

Insurance group

	Titanium	ST-Line	ST-Line X	ST-Line Vignale	ST
5-door					
1.0L EcoBoost Hybrid (mHEV) (125 PS) (6-speed manual)	12E	12E	12E	12E	
1.0L EcoBoost (125 PS) (7-speed automatic)	11E	11E	11E	12E	
1.0L EcoBoost Hybrid (mHEV) (155 PS) (6-speed manual)	14E	14E	15E	15E	
1.5L EcoBoost (200 PS) (6-speed manual)					22E

Ford Warranty and Servicing Plans

	Puma
3-year/60,000 miles ⁽¹⁾ Ford Warranty	<input checked="" type="checkbox"/>
1-year/unlimited mileage ⁽¹⁾ Ford Assistance Roadside Cover (Europe)	<input checked="" type="checkbox"/>
2 or 3-year Ford Protect Service Plan, including scheduled servicing and extended Ford Assistance	<input type="checkbox"/>
3-year/unlimited mileage ⁽¹⁾ Paint Warranty	<input checked="" type="checkbox"/>
12-year/unlimited mileage ⁽¹⁾ Perforation Warranty	<input checked="" type="checkbox"/>

E = Exceeds security requirement for model concerned and group rating has been reduced. Insurance ratings are issued by the Association of British Insurers and are shown above on both the (outgoing) 1-20 and (new) 1-50 rating scales.

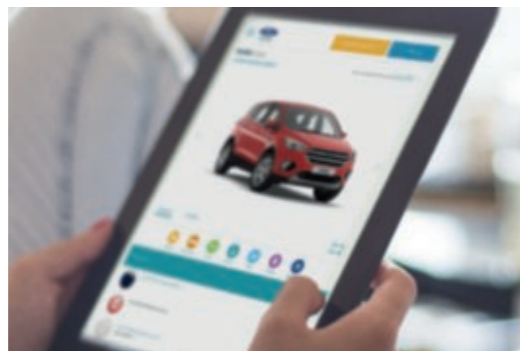
⁽¹⁾ Whichever occurs soonest; from date of first registration. Year 1 - unlimited mileage. Subject to terms and conditions.

- Standard
- Option at extra cost
- Part of an option pack at extra cost

5

Purchase

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Find a Dealer and request a test drive

You can search for a Ford Dealer by location or Dealer name on the Ford website, and request a test drive online. Simply fill in your details and your chosen Dealer will contact you to arrange a convenient time.

www.ford.co.uk/dealer-locator



Finance

When it comes to financing your vehicle, our size and expertise means we're well placed to provide you with a wide range of finance products.

Ford Credit* provides a range of finance products for your vehicle whether you are a private or business user.

Ford Lease^ specialises in contract hire and leasing and provides an alternative range of finance plans which can be tailored to suit your business.

For more information about our finance products visit www.ford.co.uk/finance/ford-credit

*Finance subject to status. Guarantees may be required. Freepost Ford Credit. Ford Credit is a trading style of FCE Bank plc. Which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority under firm reference number 204469.

^Ford Lease is provided by ALD Automotive Limited acting as Ford Lease BS16 7LB. ALD is registered in England No. 987418. ALD is authorised and regulated by the Financial Conduct Authority.



Ford Insure

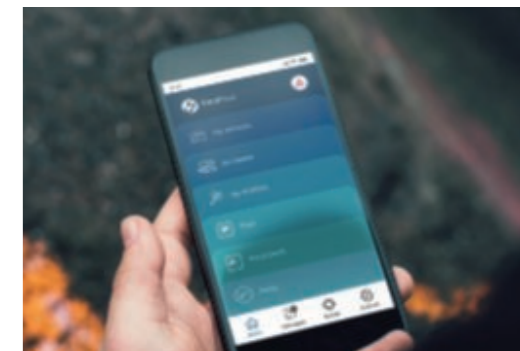
Designed specifically for Ford owners, Ford Insure† offers value, simplicity and a range of benefits that really matter to you.

- Repairs by experts at one of our authorised Ford Repair Centres
- Guaranteed repairs for as long as you own your Ford
- Genuine Ford Parts and manufacturer-spec glass
- Courtesy car whilst your Ford is being repaired at an authorised repairer
- Free 24 hour emergency help lines
- Named Drivers earn a Ford Insure No Claims Bonus which can be used on any Ford Insure car insurance policy
- Up to 90 days cover to drive in Europe

www.fordinsure.co.uk

†Terms and conditions apply. Ford Insure contracts are arranged, administered and provided by EUI Limited. EUI Limited is a subsidiary of Admiral Group plc and is authorised and regulated by the Financial Conduct Authority (Firm reference number: 309378). Registered in England and Wales as EUI Limited Reg. No. 2686904 Registered Address: Ty Admiral, David Street, Cardiff CF10 2EH.

Ownership



FordPass app

The FordPass app* gives you access to a host of useful features designed to make your journeys easier and help keep your vehicle healthy.

You can monitor your fuel level, mileage and tyre pressures from your smartphone; lock and unlock your car and heat your vehicle while you are elsewhere; find your way back to your parked car on a map; receive Vehicle Health Alerts directly to your phone, and much more.

www.ford.co.uk/owner/owner-services/fordpass

*FordPass Connect features and Live Traffic are complimentary on initial trial period following registration of the vehicle, thereafter a subscription is payable. See fordpass.co.uk for more information. Wi-Fi hotspot includes complimentary wireless data trial that begins at time of activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first. Afterwards a subscription to Vodafone is required (please refer to their website for details of data packages).

5 Purchase Protect



Ford Service

With Ford, the service doesn't end when you leave the showroom. Ford Service is designed to keep your Ford in great condition and help you make the most of your car throughout its life.

- Ford Online Service Booking
- Comprehensive service and maintenance plans
- Use of genuine Ford parts for added peace of mind
- Ford-trained technicians using the latest diagnostic equipment and tools
- One call for everything Ford 0203 564 4444
- Ford Accident Management, service free to all drivers
- Up to 12 months' UK and European Roadside Assistance (at participating Dealers)

www.ford.co.uk/owner/owner-services/ford-service



Ford Protect

Extend your standard 3-year/60,000 miles warranty to 4 years/80,000 miles or 5 years/100,000 miles with Ford Protect. Key benefits include*:

- High flexibility in duration and mileage
- Cover against unexpected electrical and mechanical repair costs in the UK and Europe
- The price of covered parts and labour are guaranteed for the length of your plan

Ford Protect New Vehicle Warranties are transferable to the new owner should you decide to sell your vehicle.

www.ford.co.uk/owner/my-vehicle/warranties

*Ford Protect terms and conditions apply. Please call 03702 416 726.



Ford Protect Service Plans

With various payment options available, you can cover the cost of your recommended scheduled services for up to 3 years from the day your new Ford is delivered. This can work out cheaper than paying for individual services and gives you added benefits:

- Ford Assistance – your UK and European Roadside Assistance will be increased to the length of your plan
- Vehicle hire – in the event that we can't finish any warranty work within 24 hours, we'll lend you a courtesy car for up to 7 days**
- A full Ford Service History, which may enhance your car's resale value

www.ford.co.uk/owner/service-and-maintenance/service-repair/plans

**Subject to availability and status, excluding fuel and insurance costs.

FOR MORE INFORMATION ON THE FORD SUV FAMILY, VISIT [HTTPS://WWW.FORD.CO.UK/CARS/FORD-SUV](https://www.ford.co.uk/cars/ford-suv)



Illustrations, descriptions and specifications. This catalogue was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and recommended prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. **Optional equipment.** Throughout this publication, wherever a feature is described as being an 'Option' or 'Option Fitment/Pack' etc, you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability. **Note.** Some images portrayed are of a pre-production model and/or are computer generated, therefore, the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional. **Note.** This brochure contains both original Ford accessories as well as a range of products from our suppliers. Fitment of accessories may have an impact on your vehicle's fuel consumption. **+** The identified accessories are carefully selected third party supplier branded accessories which do not come with a Ford warranty but are covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer. **Note.** The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. The iPod word mark and logos are the property of Apple Inc. Other trademarks and trade names are those of their respective owners. **Note.** Some driver assistance features and safety features described in this brochure are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.

The Government fuel figures do not express or imply any guarantee of the fuel consumption of any particular vehicle. The vehicles themselves have not been tested and there are inevitably differences between individual vehicles of the same model. In addition, a vehicle may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the vehicle has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

Ford One Call

In the unlikely event that your Ford Dealer can't help you or if you need to speak to us directly, call 0203 564 4444

Ford Rental – local service nationwide

Car and Van rental from our latest model range. Contact your local Ford Dealer for more information

Ford Motability

Call our Ford Motability team on 0345 6040019

Finance

Ford Credit Customer Services 0345 712 5490.
Ford Lease Customer Services 0344 600 1405
Calls to 0344 and 0345 numbers are charged at the same rate as a standard 01 or 02 geographic number, even when calling from a mobile.

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Sub 150 PS
Ford 1.0 litre EcoBoost

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