

## **New Tougher, Smarter, More Capable New Ford Ranger**

- New design gives new Ranger a bolder, more sophisticated appearance
- Upmarket interior boasts unrivalled style, exceptional craftsmanship and improved functionality
- Advanced features introduced as segment-firsts, including SYNC®2, Lane Keeping Aid, Adaptive Cruise Control, Driver Impairment Monitor, Front and Rear Park Assist
- Latest-generation Duratorq TDCi engines and new Electric Power Assisted Steering make the new Ranger quieter, up to 22 percent more fuel-efficient and even more capable than before
- Improved ride comfort and handling delivers on Ford's fun-to-drive promise with higher levels of refinement
- Refreshed line-up of 33 models spanning Single Cab, Super Cab, Double Cab and Wildtrak
- Available at Ford dealers in SA from November onwards

**PRETORIA, South Africa, 12 October, 2015** - The new Ford Ranger is set to establish new benchmarks in the light commercial vehicle (LCV) segment with an uncompromised blend of robust capability, craftsmanship and advanced technology.

"The new Ford Ranger brings a new level of comfort and refinement to its segment without compromising on the rugged capability that our customers demand and have come to appreciate from the current model," says Tracey Delate, General Marketing Manager, Ford Motor Company Sub-Saharan Africa Region. "It represents a smarter kind of tough, and will help our customers to achieve more in every type of application."

"The current Ranger is one of the toughest, most capable pickups out there, and this is reflected in the exceptional sales of the Ranger to date," Delate says.

"Thanks to our proud truck heritage and global expertise in the utility segment, we've made what was great even better, with a bold new look, improved efficiency and a new level of refinement."

The new Ranger continues to be produced at Ford's Silverton Assembly Plant in Pretoria and exported to 148 markets in Africa and Europe. The Duratorq TDCi engines are manufactured at the Struandale Engine Plant in Port Elizabeth.

### **Tough and modern design**

The changes to the new Ranger begin with an updated exterior design. A bold, more modern look lends 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, which connects seamlessly with the chiselled projector headlamps, accentuating the new Ranger's width and strong stance.

"When you look at how our customers use their vehicles, it's important that a Ranger looks and functions as a tough, dependable tool," Delate adds.

"Ford's design team saw an opportunity to give the design extra tension, and to emphasize '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 spaciousness, creating a clear distinction between the upper and lower levels, and placing the focus on the central eight-inch touchscreen on the high-spec models.

Behind the steering wheel, a new dual-TFT instrument cluster provides drivers with information about the vehicle, as well as entertainment and cellphone features at a glance.

"The interior of the new Ranger is sleek and modern, with a strong technical aspect to it," says Delate. "Accentuating the design, materials were chosen 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 new Ford Ranger remains one of the most capable pick-ups in its class. With an exceptional 800mm water wading depth, and with 230mm of ground clearance, it is designed and engineered to handle the most extreme terrains with ease. Thanks to a 28-degree approach angle and 25-degree departure angle, drivers in the new Ranger can 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 via a knob on the centre console. For low-speed torque or additional downhill control, drivers can also engage low-range 4x4 gearing, while an electronic locking rear differential helps to improve traction in difficult conditions. These off-road strengths are matched to a towing capability of up to 3 500kg and impressive payload capacity.

The new Ranger achieves all this with a level of refinement not usually seen in the pick-up segment. While the current Ranger already sets the standard for ride and handling, Ford engineers fine-tuned the suspension of the new version 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 manoeuvring, such as parking, and precise at higher speeds.

The level of assistance varies based on speed, steering wheel angle, cornering forces and acceleration or deceleration. Furthermore, 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 three percent.

Engineers fitted the new Ranger with advanced sound-deadening materials and improved insulation for one of the quietest and most comfortable cabin interiors in its class.

### **Advanced technology**

A host of cutting-edge technologies are available on the new Ford Ranger to help drivers stay connected and in control.

SYNC®2, the latest generation of Ford's in-car connectivity system, gives drivers smarter and safer ways to stay connected and is standard on the new Ranger XLT and Wildtrak. Using natural voice commands, like "temperature 20 degrees", "play AC/DC" or "call John", the driver can control the car's climate controls, entertainment system and phone functions more easily than ever before. An eight-inch touchscreen places more controls at the driver's fingertips, with colour-coded corners for easy menu navigation.

For extra convenience, the new Ranger features a 240-volt power socket that can be used to power a laptop computer or mobile device anywhere, from a work site to a family road trip.

There is also an array of driver assist technologies. The entire new Ranger line-up features an impressive level of standard equipment, including Electronic Stability Program (ESP) and ABS on all but the Base model (ABS is an option).

The ESP system integrates Traction Control, Hill Launch Assist, Hill Descent Control, Adaptive Load Control and Trailer Sway Control, while ABS includes Emergency Brake Assistance and Electronic Brakeforce Distribution.

In addition, the top-specification new Ranger Wildtrak redefines the LCV segment with a wide range of first-in-class driver aids including Lane Keeping Alert and Lane Keeping Aid, Adaptive Cruise Control with Forward Alert, Tyre Pressure Monitoring System, Driver Impairment Monitor, as well as Front and Rear Park Assist.

### **Efficient power**

The new Ranger's impressive power, capability, and payload and towing capacity are made possible thanks to the latest generation of powerful, more refined and fuel-efficient Duratorq TDCi diesel engines, as well as the proven Duratec petrol unit. These engines provide Ranger customers with a winning combination of power and efficiency in all conditions, and help to underscore Ford's fun-to-drive promise.

Ford's mighty 3.2-litre Duratorq TDCi five-cylinder diesel engine tops the range, and has earned an impressive reputation for its segment-defining levels of performance. Upgrades include a new exhaust gas recirculation system that helps improve fuel efficiency by up to 18 percent, while still producing 147kW of power and 470Nm of torque.

Similarly the revised 2.2-litre four-cylinder Duratorq TDCi benefits from a raft of upgrades in the interests of performance, refinement and efficiency. The peak outputs of the high-power derivative climb from 110kW on the previous model, to 118kW while torque is boosted by 10Nm to an impressive 385Nm.

An economical mid-power 2.2 Duratorq TDCi engine is also available in certain models, producing 88kW and 285Nm.

The new Ranger is also available with Ford's dependable 2.5-litre Duratec petrol engine, providing 122kW of power and 226Nm of torque.

Depending on model derivative, the new Ranger is equipped with a six-speed manual or automatic transmission, or a five-speed manual on the mid-output diesel and petrol versions.

### **Refreshed model range**

The new Ford Ranger is available in a wide range of models and specification levels, with the line-up comprising a total of 33 derivatives.

For the single cab 12 models are offered, spanning the Base 2.5 petrol Chassis Cab through to the 3.2 XLS 4x4 with manual transmission.

The Super Cab line-up has been expanded from five to six variants, starting off with the 88kW 2.2 Duratorq TDCi 4x2 and topping out with the all-new 3.2 4x4 Automatic which is offered in high-level XLT guise for the first time.

A revised Double Cab range sees the addition of two new variants for a total of 15 models, featuring the new 118kW 2.2 Duratorq TDCi XL 4x4, as well as a luxury XLT-spec 2.2 TDCi 4x2 mated to the manual transmission. The 3.2 TDCi XLT is once again available in 4x2 and 4x4 versions, with the choice of manual and automatic transmissions.

The popular, eye-catching Wildtrak can be specified in 3.2 TDCi 4x2 manual or automatic, or the range-topping 4x4 Automatic.

All models are sold with a four-year/120 000km comprehensive warranty, five-year/100 000km service plan (excluding Base derivatives), three-year/unlimited km roadside assistance and five-year/unlimited km corrosion warranty.

Service intervals are every 20 000km on both petrol and diesel derivatives. All 4x4 vehicles sold include a free 4x4 training course.