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Ford Reinvents Bestselling Kuga SUV

- New Kuga SUV inspires drivers to embrace electric future with upgraded hybrid powertrains to suit all needs and deliver best-in-class towing ability
- Assertive exterior complements clean interior design with standard 13.2-inch landscape touchscreen and SYNC 4 cloud-connected 5G infotainment system
- Advanced driver assistance technologies including enhanced Adaptive Cruise Control will boost driver confidence and comfort

COLOGNE, Germany, Jan. 17, 2024 – Ford is inspiring drivers to embrace the electric future and new Kuga – Europe’s bestselling plug-in hybrid (PHEV) in 2021, 2022 ^{1,2} and on track for 2023 according to the latest available data – will play a key role on the journey. Bold and assertive new Kuga offers surprising performance from hybrid powertrains, the convenience of seamless connectivity, and a full range of latest-generation driver assistance systems that make it the ideal companion for everyday adventures.

The new Kuga range – built in Europe and designed for European drivers – offers up to 69 km ³ of pure electric driving for Kuga PHEV customers who can take advantage of home or public charging. For drivers who may not have convenient charging close at hand, the full hybrid Kuga Hybrid offers the convenience and comfort of an electrified powertrain, with up to 900 km of driving range on a single tank of fuel ⁴ and up to 64 per cent pure electric driving in the city. ⁵

Both Kuga Plug-In Hybrid and Kuga Hybrid AWD deliver significantly improved acceleration, with the reduced emissions of an electrified driving experience. Offering up to 2,100 kg ⁶ of towing ability, pulling power beats all rivals and means new Kuga is able to take everything from a large caravan to a horsebox in its stride.

“The Ford Kuga has been a hit with customers since it was first launched in 2008. The new Kuga is our best ever, moving the game forward with new levels of capability, connectivity and comfort,” said Jon Williams, general manager, Ford Blue, Europe.

Fresh design and seamless connectivity

New Kuga has evolved both inside and out, with a fresh, confident design. The smart Titanium, sporty ST-Line and rugged Active models have unique design features and distinctive personalities. An eye-catching full-width LED light bar frames the new front grille design, which proudly displays the Ford Blue Oval, underlining its strength and purpose.

Inside, new Kuga features Ford's latest-generation SYNC 4 ⁷ infotainment offering twice the computing power of the previous system. Integrating seamlessly with smartphones, it has 5G connectivity for fast access to information, cloud-connected navigation to help stay ahead of the jams, with wireless Apple CarPlay and Android Auto ⁸ for cable-free access to key apps and information. Alexa Built-in ⁹ is also standard, so drivers and passengers can ask questions or make commands even without a smartphone connected.

SYNC 4 also supports drivers in making the most of new Kuga's towing ability, ⁶ with the Trailer Connection Checklist helping to support safe and secure connections. Trailer Tow Navigation enables drivers to enter the dimensions of their car and trailer so that SYNC 4 can select a route to help avoid tight turns, low bridges and other obstacles.

Cutting-edge tech from factory to driveway

Advanced driver assistance technology supports an effortless, comfortable drive in even the most challenging conditions. The new generation Adaptive Cruise Control ^{10,11} can now apply the brakes automatically for curves and junctions as well as other traffic, while the 360-degree camera system ¹² offers an aerial view so that parking, preparing to hitch up a trailer or even using an automatic car wash are a breeze.

Practicality is at the heart of new Kuga's interior, offering comfort and convenience ready for adventures in the city and beyond. Sliding second row seats can boost legroom to over 1 metre for rear occupants or create up to 140 litres ¹³ of extra boot space. Optional comfort seats approved by a leading spinal health organisation deliver support where it is most needed.

This fresh Kuga line-up boasts the new Active series, perfect for those who want the most rugged Kuga, both in looks and capability, and able to handle surfaces including sand or mud.

Advanced lighting technology helps to improve comfort and confidence for the driver, with full LED headlights including Automatic High Beam Control ¹⁰ as standard. Available Dynamic Pixel LED headlights ¹⁰ use navigation data and a windscreen-mounted camera to read road signs, altering the light pattern at curves, junctions and roundabouts to better illuminate pedestrians and cyclists.

New Kuga is built in Europe at Ford's advanced Valencia plant in Spain, where 3D printing of parts delivers highly accurate and sustainable manufacturing. Artificial intelligence works hand-in-hand with engineers to ensure the highest standards of quality and production.

New Kuga is on sale this month.

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¹ Ford of Europe reports sales for its 20 European traditional markets: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland.

² Kuga Plug-In Hybrid was the bestselling PHEV in Europe full-year 2021 and 2022 according to data provided by JATO Dynamics and IHS Markit.

³ Kuga PHEV homologated CO₂ emissions 20-28 g/km, homologated fuel efficiency 0.9-1.2 l/100 km and homologated pure electric driving range 60-69 km WLTP.
Kuga Hybrid homologated CO₂ emissions 121-146 g/km and homologated fuel efficiency 5.3-6.4 l/100 km WLTP.

Kuga 1.5-litre EcoBoost Hybrid homologated CO₂ emissions 144-163 g/km and homologated fuel efficiency 6.3-7.2 l/100 km WLTP.

CO₂ emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets. The declared WLTP 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. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

⁴ Based on certified WLTP data for a Kuga FHEV FWD ST-Line X.

⁵ Estimated percentage applies to a Kuga Full Hybrid FWD model, calculated using the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Estimated percentage reflects the distance driven in electric mode vs petrol during an average city drive cycle. Electric mode is achieved on the Kuga Full Hybrid FWD vehicle when it is solely driven by the electric-motor or when it is decelerating i.e. the internal combustion engine is switched off and the vehicle uses kinetic energy to power itself. Actual electric driving distance varies due to factors such as temperature, driving behaviours, route profile, vehicle maintenance, and battery age and condition.

⁶ When properly equipped. Max towing varies based on cargo, vehicle configuration, accessories and number of passengers.

⁷ Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

⁸ Requires phone with active data service and compatible software. SYNC 4 does not control 3rd party products while in use. 3rd Parties are solely responsible for their respective functionality.

⁹ To use Alexa Built-in, drivers need to activate FordPass within their vehicle using the FordPass smartphone app or in-vehicle settings. Access to Alexa requires an Amazon account, SYNC 4 or SYNC 4A, FordPass, and complimentary Connected Service activated through the FordPass app (see FordPass Terms for details). Additional products and setup may be required. Amazon, Alexa and all related logos and marks are trademarks of Amazon.com, Inc. or its affiliates.

¹⁰ Driver-assist features are supplemental to and do not replace the driver's attention, judgement and need to control the vehicle.

¹¹ If stop is longer than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

¹² Cameras only operate at speeds under 10 km/h.

¹³ Cargo and load capacity limited by weight and weight distribution.

Ford, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford

vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its wholly owned facilities and consolidated joint ventures and approximately 57,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.