



Ford Unveils Black Edition and E85 Fuel Compatible Models of EcoSport

BANGKOK, Thailand, March 22, 2016 – Ford Thailand introduced the Ford EcoSport Black Edition with E85 fuel capability.

The Ford EcoSport compact urban SUV offers value for money, with outstanding safety, versatility and driving capabilities, matched with a spacious cabin that goes beyond what customers have come to expect.

The new EcoSport Black Edition features a redesigned exterior in Piano Black, which accentuates the vehicle's unique body and lines. The changes are reflected in the grille, fog lamps, side mirror covers and additions of a roof rail and 16-inch alloy wheels.

Additionally, Ford continues its commitment to delivering eco-friendly vehicles by improving the EcoSports 2016's engine with gasohol E85 compatibility, providing more options for consumers who wish to use renewable and environmentally friendly energy at a lower price.

Exceptional driving dynamic

The Ford EcoSport is powered by a 1.5 liter four-cylinder petrol engine with twin independent variable camshaft timing (Ti-VCT). The engine delivers peak power of 110 horsepower at 6,000 rpm and peak torque of 142 Nm at 4,400 rpm. The Ti-VCT engine is mated to an advanced six-speed automatic transmission to help continuously increase and control the intake and exhaust valves with precision. This allows the engine to deliver more power efficiently, while minimizing fuel consumption.

The Ford EcoSport offers a high sitting position that gives the driver a clear view of the road ahead with its ground clearance of 200 mm. This is complemented by approach angles of 25 degrees and a departure angle of 35 degrees, providing drivers the ultimate confidence on any road condition. With an outstanding ability to wade through 550 mm of water, drivers can confidently drive through large pools of water, especially during the rainy season.

Safety and driver assistance technologies

The Ford EcoSport comes with an array of driver assistance technologies including:

- **Hill Launch Assist**, to help drivers make a perfect hill start, whether on an uphill or downhill slope, by holding the SUV for up to three seconds while the driver's foot moves from the brake to the accelerator pedal. This prevents the vehicle from rolling backward or forward when starting off on a slope, increasing driver confidence.
- **Electronic Stability Program (ESP)** working in conjunction with the traction control system to help drivers remain in control of the vehicle, especially on slippery roads.
- **Electric Power-Assisted Steering (EPAS)** provides light handling at slow speeds and firmer, more precise steering when moving at higher speeds.

- **Anti-Brake System (ABS)** to prevent the wheels from locking up under heavy braking and help the vehicle stop quickly on slippery roads.
- **SYNC**, Ford's in-car connectivity system, with Bluetooth connection to let drivers use voice commands to control the vehicle's entertainment system and climate control hands-free, providing exceptional convenience and on-road safety. Additionally, the Ford EcoSport comes with 6-speaker sound system with CD and MP3 Player.

Additionally, the EcoSport's swing gate (only available in Titanium variants) offers superior user convenience via a remote control.

Stylish exterior design with exceptional versatility

The Ford EcoSport's exterior appearance is designed to reflect Ford's global standards for SUVs and their dynamic on-road handling.

The interior is crafted with materials that best reflect the vehicle's quality and refinement. Controls and knobs are ergonomically placed, as well as seats which are designed for ultimate comfort. Ford engineers designed the cabin interior with noise, vibration and impact reduction technologies to ensure the EcoSport offers impressive quietness even when driving at high speeds.

The Ford EcoSport 2016 is available in six colors including Mars Red, Lunar Sky, Ingot Silver, Frozen White, Shadow Black and the new Candy Red.

Additionally, the EcoSport Black Edition offers an exclusive experience, with exterior modifications in a special color, Piano Black, to accentuate the grille, side mirror covers, roof rail and 16-inch alloy wheels, making the vehicle body stand out. This special edition is available only in Black, Frozen White and Mars Red at a price of THB 774,000.

Retail pricing for the Ford EcoSport 2016 variants:

1.5L Titanium AT	THB 845,000
1.5L Trend Black Edition	THB 774,000
1.5L Trend AT	THB 764,000
1.5L Ambient AT	THB 714,000

For more information, please visit the Ford Thailand website at www.ford.co.th.

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