New Puma Joins Ford's 5-Star Safety Line-Up

Sint-Agatha-Berchem, 18 december 2019 – The new Ford Puma is today the latest Ford model to receive a 5-star safety rating from the Euro NCAP independent crash test authority.

The SUV-inspired Puma crossover has earned the highest-possible rating under the more stringent testing protocols introduced in 2018. Puma – including Puma EcoBoost Hybrid variants – is one of eight Ford passenger car models now offering 5-star safety for customers.

Euro NCAP awarded Puma high scores for adult and child occupant protection – with full points in both the side barrier test and more severe side pole tests. Technologies including Pre-Collision Assist with Active Braking, Intelligent Speed Limiter and Lane-Keeping System were also commended.

Puma is the fifth Ford vehicle to earn the top 5-star safety rating in 2019 alongside the Ford Focus, Mondeo (retested against the latest protocols), Kuga and Explorer Plug-In Hybrid models tested earlier this year. Further Ford models with a 5-star result include Fiesta (tested in 2017), Galaxy (2015) and S-MAX (2015).

Key facts

- Euro NCAP awarded Puma a 94 per cent score for adult occupant protection, 84 per cent for child occupant protection, 77 per cent for vulnerable road user protection and 74 per cent for safety assist features
- Puma scored a maximum 16 points in lateral impact tests, and a maximum 12 points for child restraint system installation
- Puma utilises 12 ultrasonic sensors, three radars and two cameras positioned around the car to deliver a suite of Ford Co-Pilot360 technologies that enhance protection, driving and parking, and are designed to make the driving experience more comfortable, less demanding and safer

New Ford Puma

The new Ford Puma introduces Ford's advanced, fuel-saving mild-hybrid powertrain technology alongside class-leading practicality and head-turning design for compact crossover customers.

Powerful, responsive performance and optimised fuel efficiency is delivered using Ford's EcoBoost Hybrid 48-volt technology – seamlessly integrating electric torque assistance with a low-friction, three-cylinder 1.0-litre EcoBoost petrol engine to deliver up to 155 PS.

Styling cues include distinctive wing-top mounted headlamps and athletic lines. SUV-inspired proportions deliver a raised ride-height for a confidence-enhancing driving experience and support class-leading uncompromised luggage capacity of 456 litres.

5-star safety

- Ford Puma – 2019
- Ford Kuga – 2019
- Ford Explorer Plug-In Hybrid – 2019
- Ford Mondeo – 2019
- Ford Focus – 2019
- Ford Fiesta – 2017
- Ford Galaxy – 2015
- Ford S-MAX – 2015

Ford driver assistance technology highlights

- Adaptive Cruise Control with Stop & Go, Speed Sign Recognition and Lane Centring
- Blind Spot Information System (BLIS) with Cross Traffic Alert
- Enhanced Active Park Assist/Active Park Assist 2
- Evasive Steering Assist
- Intelligent Speed Limiter
- Lane-Keeping System with Road Edge Detection
- Local Hazard Information
- Post-Collision Braking
- Pre-Collision Assist with Active Braking
- Wrong Way Alert

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For information about Euro NCAP visit www.euroncap.com/

Ford Puma CO_2 emissions from 96 g/km, fuel efficiency from 4.2 l/100 km
Ford Kuga (1.5-litre EcoBlue) CO_2 emissions from 109 g/km, fuel efficiency from 4.2 l/100 km
Ford Explorer Plug-In Hybrid CO_2 emissions from 66 g/km, fuel efficiency from 2.9 l/100 km
Ford Mondeo CO_2 emissions from 94 g/km, fuel efficiency from 4.1 l/100 km
Ford Focus (5-door) CO_2 emissions from 92 g/km, fuel efficiency from 3.5 l/100 km
Ford Fiesta CO_2 emissions from 92 g/km, fuel efficiency from 3.5 l/100 km
Ford Galaxy CO_2 emissions from 132 g/km, fuel efficiency from 5.0 l/100 km
Ford S-MAX CO_2 emissions from 130 g/km, fuel efficiency from 4.9 l/100 km

The declared fuel/energy consumptions, CO_2 emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 as last amended. Fuel consumption and CO_2 emissions are specified for a vehicle variant and not for a single car. 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, CO_2 emissions and electric range. CO_2 is the main greenhouse gas responsible for global warming.

Since 1 September 2017, certain new vehicles are being type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) according to (EU) 2017/1151 as last amended, which is a new, more realistic test procedure for measuring fuel consumption and CO_2 emissions. Since 1 September 2018 the WLTP has begun replacing the New European Drive Cycle (NEDC), which is the outgoing test procedure. During NEDC Phase-out, WLTP fuel consumption and CO_2 emissions are being correlated back to NEDC. There will be some variance to the previous fuel economy and emissions as some elements of the tests have altered i.e., the same car might have different fuel consumption and CO_2 emissions.

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About Ford Motor Company
Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 49,000 employees at its wholly owned facilities and approximately 63,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 23 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and seven unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

Ford in Belgium & Luxemburg
Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922.

Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.

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