



Rally-inspired MS-RT Transit now available from Ford dealers

DUNTON, 18 August 2020 – Ford today announced striking rally-inspired conversions of its popular Transit Custom and Transit Connect vans developed by vehicle design specialist MS-RT will be available direct from Ford Transit Centres in selected European markets.

Designed for van drivers who really want to stand out from the crowd, the MS-RT Transit Custom and Transit Connect deliver radical sports styling inspired by the M-Sport Ford World Rally Team's Fiesta WRC car, while retaining the popular commercial vehicles' practicality, durability and the full Ford warranty.

A comprehensive range of bold and distinctive colour options from the Ford Special Vehicle Options (SVO) palette is also available for the MS-RT Transit Custom to further enhance its appearance and complement the spectacular body kit.

MS-RT Transit Custom and Transit Connect will be available to order from September this year in Belgium, France, Hungary, Netherlands, Norway, Romania and the U.K.

Eye-catching style

The head-turning MS-RT Transit Custom and Transit Connect bring the spirit of the rally stage to the road with a restyled grille and a radically redesigned front fascia that incorporates more aggressive air intakes, integrated fog lights and a motorsports-inspired diffuser element.

Wide wheel arch extensions are filled with new, bespoke 18-inch OZ Racing anthracite alloy wheels, complemented by sporty side skirts that create a lower profile. At the rear, an integrated diffuser element and roof spoiler emphasise the rally-bred character. MS-RT Transit Custom receives a twin-pipe sports exhaust, with MS-RT Transit Connect gaining a distinctive quad-exit system; customers can specify optional Ceramic Black exhaust tips.

In addition to the standard range of colour options, MS-RT Transit Custom can also be finished in any colour from Ford's extensive SVO range for an even more eye-catching van with added road presence. For additional racing style, optional decal kits let customers apply a distinctive livery to their van.

Bespoke interiors feature handcrafted MS-RT Nappa leather and suede seats, MS-RT sports steering wheels with carbon fibre inlays, and MS-RT branded instrument clocks and floor mats.

Standard features also include Ford's SYNC 3 voice-activated connectivity system with a colour touchscreen – allowing drivers to connect mobile devices and plan routes for optimum productivity – and a FordPass Connect modem delivering Wi-Fi connectivity for up to ten devices. Drivers also benefit from standard sat-nav, rear-view camera and bi-xenon headlights.

Thoroughbred workhorse

Ford's latest generation of EcoBlue diesel engines deliver powerful performance and fuel efficiency to support responsive driving experiences with optimised running costs.* MS-RT Transit Custom features Ford's 185 PS 2.0-litre EcoBlue engine, delivering a hefty 415 Nm of torque with a choice of six-speed manual or six-speed automatic gearbox. MS-RT Transit Connect's 120 PS 1.5-litre EcoBlue engine delivers 270 Nm of torque through a six-speed manual or eight-speed automatic gearbox.

The MS-RT conversions build upon Ford's expertise in fun-to-drive experiences, enhancing car-like Transit Custom and Transit Connect driving dynamics with features including the bespoke OZ Racing alloy wheels that reduce unsprung weight for more responsive and rewarding handling.

The conversions retain the Transit family's proven robustness and practicality. Panel van and double-cab-in-van variants of Transit Custom and Transit Connect are available; all featuring dual side loading doors and LED loadspace lighting as standard, with load volumes and payloads unchanged from the standard vans.

Competition pedigree

MS-RT is the on-road vehicle production division of long-term Ford partners M-Sport, who have competed in the World Rally Championship, Global Rallycross and GT3 racing under the guidance of motorsport legend Malcolm Wilson OBE. Together, they deliver even greater "wow factor" for Ford's stylish Transit family, creating uniquely sporty commercial vehicles with genuine racing pedigree.

The MS-RT series is available through the Ford Transit One-Stop Shop, joining the existing range of Transit conversions including tipper trucks and box vans designed to provide cost-effective, purpose-built solutions to customers' business needs.

As a member of Ford's Qualified Vehicle Modifier (QVM) programme, MS-RT conversions are approved for sale in Ford dealerships with conversion work guaranteed by MS-RT without affecting the Ford warranty.

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*MS-RT Transit Custom 185 PS 2.0-litre EcoBlue fuel efficiency from 7.5 l/100 km, CO₂ emissions from 196 g/km WLTP

MS-RT Transit Connect 120 PS 1.5-litre EcoBlue fuel efficiency from 6.2 l/100 km, CO₂ emissions from 162 g/km WLTP

The 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 Vehicle type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) will have fuel/energy consumption and CO₂-emission information for New European Drive Cycle (NEDC) and WLTP. WLTP will fully replace the NEDC latest by the end of the year 2020. The applied standard test procedures enable comparison between different vehicle types and

different manufacturers. During NEDC phase-out, WLTP fuel consumption and CO₂ 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, so the same car might have different fuel consumption and CO₂ emissions.

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About Ford Motor Company

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***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 45,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 58,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 18 manufacturing facilities (12 wholly owned facilities and six 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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