



All-New Ford Kuga a Smart SUV

- All-new Ford Kuga SUV delivers a range of smart technologies, fuel efficiency and safety
- Segment-first hands-free tailgate and segment-first Emergency Assistance
- Intelligent All-Wheel Drive system and Torque Vectoring Control, help deliver refined and safe handling

MELBOURNE, 20 Mar., 2013 – The all-new Ford Kuga is set to shatter the myth that an SUV cannot be efficient, safe, high-tech and capable all at once.

Ford's newest SUV arrival is the centrepiece of the company's strategy to expand into one of the fastest-growing segments by offering high levels of fuel efficiency and safety, as well as segment-leading smart technologies and a surprising array of standard features.

These smart technologies, include:

- Segment-first voice-activated Ford SYNC connectivity with segment-first Emergency Assistance
- Ford's 'intelligent' All-Wheel Drive system, including exclusive Torque Vectoring Control
- Hands-free tailgate
- Standard EcoBoost petrol engine and proven TDCi turbo-diesel

The all-new Ford Kuga also delivers smart pricing. The front-wheel drive Ford Kuga Ambiente six-speed manual comes to market with a price point below \$28,000.

"We're signalling to the medium SUV market that the all-new Ford Kuga is a serious contender with the front-wheel-drive Ambiente model from \$27,990* (*Manufacturer's List Price)," according to David Katic, General Manager, Marketing, Ford Australia.

"Customers today are chasing value-for-money and the Ford Kuga delivers," he said.

"With three models to choose from – Ambiente, Trend and Titanium – and the availability of either the standard EcoBoost petrol engine or optional turbo-diesel engine on Trend and Titanium, customers now have an even better reason to put the Ford Kuga on their shopping lists."

With the addition of the segment-first Emergency Assistance technology, the Ford Kuga brings some remarkable new features and capability to the crowded medium SUV market.

“The Ford Kuga is the first Ford vehicle in Australia to feature Emergency Assistance across the range,” Katic said. “This technology has already proven a life-saver in North America. It provides our Ford Kuga customers with peace of mind.”

The Ford SYNC-based Emergency Assistance system uses the driver’s own mobile phone and runs in the background once the phone is properly paired with SYNC.

Upon detecting airbag deployment or activation of the emergency fuel shut-off within the car, Emergency Assist uses the on-board GPS locator and Bluetooth-paired device to institute an emergency call and can provide GPS co-ordinates to the emergency services.

The Ford Kuga also introduces for the first time Digital Audio Broadcasting (DAB) radio on Trend and Titanium models. The Ford Kuga is the first Ford Australia vehicle to feature this as standard on its premium models.

Apart from a range of new features and enhanced driving ability, the Ford Kuga has much improved packaging and more interior space, which has been achieved with the same 2690mm wheelbase as the previous model.

The new SUV is:	81 mm longer	(4524 mm versus 4443 mm)
	4 mm narrower	(1838 mm versus 1842 mm)
	8 mm lower	(1702 mm versus 1710 mm)

Much of the added space in the Ford Kuga has been devoted to the rear passenger compartment and luggage area to ensure the SUV is a complete family vehicle during the week and has room enough to be a spacious lifestyle getaway vehicle at weekends.

‘Intelligent’ All-Wheel Drive

In the all-new Ford Kuga, the ‘intelligent’ All-Wheel Drive system pre-emptively reassesses conditions 20 times faster than it takes to blink an eye, readjusting the AWD power split to give the driver the best blend of handling and traction.

The primary goal of the AWD system at low speeds is traction; at speeds above 30 km/h the AWD system is tuned to improve driving feel, handling and responses. A unique cluster display shows drivers the torque demand of each wheel at any moment.

Dynamics and cornering control are improved by the introduction of the enhanced Torque Vectoring Control system developed with the Focus RS and launched in the Focus. This helps to deliver Ford’s fun-to-drive DNA by applying a small amount of braking to inside wheels to assist drivers through bends.

Innovation inside and out

The stylish new Ford Kuga offers space for more luggage and a luggage compartment that can be accessed more easily.

Ford’s hands-free tailgate can be opened or closed simply by a kicking motion beneath the rear bumper to either open or close the powered tailgate; and all-new Ford Kuga offers 46-litres more luggage compartment-space than the current model, while the rear seats fold flat in one movement.

The rear seat backs also recline over a 10-degree range, allowing rear seat passengers to set their seatback to the exact position they want.

The volume of road noise and wind noise audible has been significantly reduced compared with the current Ford Kuga to help deliver one of the quietest cabins in the segment. Improvements were delivered following the innovative use of elliptical acoustic mirrors to measure exterior elements that can influence the noise and vibration inside the car.

From the initial design, the new Ford Kuga was engineered to be as visually appealing up close as it is from a distance with spaces between panels no wider than 0.5mm. The craftsmanship inside emphasises touch and feel through use of a soft instrument panel and soft upper door panels.

Particular attention was paid to deleting exposed fasteners on moving parts like the tailgate, sun visors and glove box. The Ford Kuga also features an opening, electric panoramic glass roof on the Titanium model.

“The Ford Kuga’s styling and purpose has evolved to incorporate more space, a more precise execution and a higher quality feel,” Katic said.

All-new Ford Kuga will launch with a global colour called Ginger Ale, a subtle green hue to reflect its active outdoor capabilities, with rich, sophisticated tones to harmonise with the slick urban environment where many models will find a home.

Engineered for outstanding safety

To ensure the highest safety levels, Ford conducted more than 5,000 virtual and real-world crash tests on the new Ford Kuga, which has helped deliver a maximum 5-star crash test rating by both EuroNCAP and the Australasian New Car Assessment Program (ANCAP).

The Ford Kuga is immensely strong, with more than 30 per cent of the body structure made up of high and ultra-high strength steels.

Ford engineers made extensive use of these ultra-high strength steels in the body structure and a specially-designed ring reinforcement around the panoramic glass roof on the Titanium to ensure rigidity and strength.

“This helps the Ford Kuga become an even safer car for families – it’s the smart choice,” Katic said.

EuroNCAP, an independent vehicle safety organisation, has also awarded the Ford Kuga an Advanced reward for Ford SYNC with Emergency Assistance.

Apart from a rigid safety cell, the Ford Kuga a comprehensive list of active and passive safety features are available, including seven airbags (including driver’s knee airbag), Dynamic Stability Control with ABS, Trailer Stability Function and Hill Launch Assist, Brake Assist and rear parking sensors.

Further driver-assistance technologies are available in the Ford Kuga as part of an optional \$2,650 Technology Pack on the Trend and Titanium models. The Technology Pack includes:

- Active City Stop

- Adaptive Cruise Control
- Blind Spot Information System
- Lane Keeping Aid
- Lane Departure Warning
- Auto High Beam Control
- Driver Impairment Monitor

The Ford Kuga Titanium also comes with standard Active Park Assist.

Fuel efficiency

The new Ford Kuga will deliver exceptional fuel economy through significantly improved fuel efficiency from a powertrain line-up that, for the first time in Australia, includes a 1.6-litre EcoBoost engine as standard.

The powertrain choices are:

- 1.6-litre EcoBoost engine
- 2.0-litre Duratorq turbo-diesel

In the Ford Kuga, petrol engine fuel consumption has been reduced by 25 per cent and diesel engine fuel consumption by 10 per cent, compared to the previous-generation Ford Kuga.

The new 1.6-litre EcoBoost petrol engine is available in two states of tune – 110 kW / 240 Nm and 134 kW / 240 Nm. All petrol-engine Ford Kugas also have Active Grille Shutters to aide fuel efficiency at highway speeds.

The Ford Kuga also introduces fuel efficient Stop / Start technology. This smart technology is available in the six-speed manual-only Ambiente model, with the 110 kW 1.6-litre EcoBoost engine.

A more powerful version of this engine, developing 134 kW, is available in all-wheel drive Ambiente, Trend and Titanium models.

The 110 kW EcoBoost engine is a true fuel miser, achieving a combined fuel efficiency figure of 6.7 litres / 100km (ADR 81/02¹).

The higher output 134 kW EcoBoost engine achieves a combined fuel economy figure of 7.7 litres / 100km (Ambiente AWD) and 8.0 litres / 100km (Trend and Titanium AWD).

To assist fuel efficiency on the petrol models, Ford's Active Grille Shutter is employed on the 1.6-litre petrol models to reduce drag and increase fuel efficiency.

Apart from the 1.6-litre EcoBoost petrol engine, customers will also be able to specify Ford's proven 2.0-litre Duratorq turbo-diesel, which develops 120 kW and 340 Nm.

The 2.0-litre TDCi engine delivers a combined fuel economy figure of 6.3 litres / 100km (Trend) and 6.4 litres / 100km (Titanium) and a CO₂ figure of 166 g/km (Trend) and 168 g/km (Titanium).

With the arrival of the 1.6-litre EcoBoost engine, Ford's proven EcoBoost technology is now available not only in the Ford Kuga, but Focus ST, Mondeo and Falcon.

Engine	1.6L GTDi (EcoBoost petrol)	2.0L TDCi (Turbo Diesel)
Transmission	6-speed manual (Ambiente FWD only) Or 6-speed automatic with Sport Mode	6-speed PowerShift automatic With Sport Mode
Maximum Power	110 kW (FWD manual) 134 kW (AWD automatic)	120 kW (AWD auto)
Maximum Torque	240 Nm	340 Nm
Recommended fuel	95-98 RON* *91 RON compatible but for optimal performance 95-98 RON unleaded petrol is recommended	Diesel
Emissions	Euro V	Euro V
Auto Stop-Start	Only with FWD Manual	N/A
Driven Wheels	FWD (Ambiente manual only) Or AWD	AWD

Fuel consumption	1.6 L GTDi		2.0L TDCi	
	Ambiente	Trend/Titanium	Trend	Titanium
Urban (L/100km)	8.4 (MT) 10.2 (AT)	10.7	7.5	7.7
Extra Urban (L/100km)	5.7 (MT) 6.3 (AT)	6.5	5.6	5.7
Combined (L/100km)	6.7 (MT) 7.7 (AT)	8.0	6.3	6.4
CO₂ (gm/100km)	157 (MT) 179 (AT)	186	166	168

Clever spaces

The all-new Ford Kuga features several places to store specific items in the interior including umbrellas, bottles and cell phones.

Unique storage spots include:

- Overhead visors with ticket holders for parking or toll tickets
- Hidden storage bin under the second-row floor
- Small umbrella holders on both driver and passenger seat trim panels
- A card holder below and a storage bin above the centre of the instrument panel
- Centre console space to hold a one-litre bottle, MP3 player or CDs
- Convenient USB ports in the centre console and 3 x 12-volt power outlets (front and back of centre console and rear luggage area)

Design

The all-new Ford Kuga first surfaced as the Vertrek concept car, a showcase SUV that offered a dynamic, all-inclusive solution to what customers around the globe were demanding in a medium-size SUV.

There were several key elements that customers in North America, Europe and Asia-Pacific expected of a medium SUV. They include engaging design, outstanding fuel efficiency and smart technologies wrapped in a right-sized package that supports an active lifestyle.

Overwhelmingly, consumers were very clear about what they wanted – strong design, great driving quality, smart technology and the capability to get to their favourite weekend recreation areas.

Importantly, the Vertrek concept showcased the cargo-carrying capability that customers now expect, but added a level of craftsmanship and quality often lost in medium SUVs.

The Vertrek concept blended capability, great design and craftsmanship and this has carried over to the production version of the Ford Kuga.

Importantly too, the Vertrek showcased a broad suite of customer-focused Ford technologies, many of which have migrated across to the Ford Kuga. Among these are SYNC connectivity, Active Park Assist, Blind Spot Information System and Keyless Entry with push-button start.

New Colours

In Australia, the new Ford Kuga will be available in seven colours, including a new hero colour, Ginger Ale. The colour palette is:

- Frozen White
- Panther Black
- Ink Blue
- Moondust Silver
- Burnished Glow

- Ginger Ale
- Sterling Grey

myFord Capped Price Servicing

Like all new Fords, the Ford Kuga will be available with myFord Capped Price Servicing, offering customers the security of knowing how much their vehicle will cost to service.

Ford Kuga Manufacturer's List Pricing*

Model	Drivetrain	Engine	MLP*
Ambiente	FWD manual	1.6-litre EcoBoost	\$27,990
Ambiente	AWD automatic	1.6-litre EcoBoost	\$31,490
² Trend	AWD automatic	1.6-litre EcoBoost	\$36,240
² Trend	AWD automatic	2.0-litre TDCi	\$39,240
² Titanium	AWD automatic	1.6-litre EcoBoost	\$44,740
² Titanium	AWD automatic	2.0-litre TDCi	\$47,740

Options – Trend and Titanium	
	² TechnologyPack \$2,650 <ul style="list-style-type: none"> • Active City Stop • Adaptive Cruise Control • Blind Spot Information System • Lane Keeping Aid • Lane Departure Warning • Auto High Beam Control • Driver Impairment Monitor
	Prestige Paint \$385

* This is the manufacturer's list price for the **vehicle only**. A number of other components, including a dealer delivery fee, stamp duty, registration, compulsory third party (CTP) insurance and other statutory charges may be payable by a customer in relation to the purchase of this vehicle. As a manufacturer, Ford is not able to quantify the amount of these charges as they vary depending on a range of factors and individual circumstances, including the Ford Dealer the customer purchases the vehicle from, the State or Territory where that customer purchases the vehicle and the customer's age, driving record and other personal factors. The final transaction price for the vehicle will be as negotiated by the customer with their chosen Ford Dealer.

¹All fuel consumption figures are from officially approved tests in accordance with ADR81/02. Fuel economy figures quoted are based on the combined cycle according to ADR81/02 and might differ from fuel economy drive cycle results in other regions of the world.

²Technology Pack available on Trend and Titanium

³Fleet less than 5 vehicles

⁴Further details of myFord Capped Price Servicing are available at www.ford.com.au

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