Ford Unveils Mustang BULLITT for Europe; Delivers European Debuts for New Edge SUV and New KA+ Active in Geneva

- New Ford Mustang Bullitt celebrating 50th anniversary of iconic film starring Steve McQueen makes European debut in Geneva supported by third-generation McQueen family members
- Special edition Mustang Bullitt begins production for Europe in June featuring 5.0-litre V8 engine delivering an anticipated 464 PS and new rev-matching gearshift technology
- New Ford Edge sports utility vehicle makes European debut in sporty ST-Line form, offering innovative driver assistance technology, new 238 PS EcoBlue diesel and premium comfort
- New KA+ Active crossover model on show in Europe for the first time featuring increased ride height, rugged exterior styling, advanced technologies and first KA+ diesel engine
- Ford showcases new Tourneo people-mover range in Geneva, offering enhanced exterior and interior style, seating flexibility and advanced powertrains

GENEVA, March 5, 2018 – Ford today at the Geneva Motor Show delivered European public debuts for the new Ford Mustang Bullitt – set to go into production for customers in Europe from June; the new Edge sports utility vehicle (SUV) – Ford’s most advanced SUV ever; and the new KA+ Active – the first SUV-inspired crossover version of Ford’s KA+ value-for-money car.

Celebrating the 50th anniversary of the legendary Warner Bros. film starring Steve McQueen, the new Mustang Bullitt special edition was unveiled with the support of third-generation members of the McQueen family, Chase and Madison McQueen.

Mustang Bullitt features Ford’s 5.0-litre V8 engine enhanced to deliver an anticipated 464 PS and 529 Nm of torque,* introduces new rev-matching technology for seamless gear changes, and is offered with a choice of Shadow Black or classic Dark Highland Green exterior colours.

“Our special edition new Ford Mustang Bullitt evokes a unique heritage we’re proud to share with the McQueen family, and are excited to offer for customers in Europe for the first time,” said Steven Armstrong, group vice president and president, Europe, Middle East & Africa, Ford Motor Company.

The new Edge SUV is the company’s most technically advanced SUV ever, offering a comprehensive range of camera- and sensor-based driver assistance technologies to make journeys more comfortable and less stressful, and to help drivers avoid or mitigate the effects of collisions. The new Edge also debuts in Europe a new powerful and fuel-efficient 238 PS bi-turbo variant of Ford’s 2.0-litre EcoBlue diesel engine,* combined with a new eight-speed automatic transmission for effortless cruising.

The new KA+ Active further enhances the new KA+ compact five-door model with rugged bodystyling, raised ride-height and unique chassis tuning, unique front grille design, exclusive interior finishes and a high-level standard equipment specification.

Also on show in Geneva is Ford’s completely renewed, dynamic and stylish Tourneo people-mover line-up. The spacious new Tourneo Courier, Tourneo Connect and Tourneo Custom models offer enhanced style, sophisticated interior technologies and advanced powertrains to European customers.
In addition, visitors to the Ford stand will discover new additions to the LEGO® Speed Champions range — the M-Sport Ford Fiesta WRC rally car LEGO® kit celebrating the car’s 2017 WRC victories, and the 1968 Ford Mustang Fastback model.

**Mustang BULLITT coming to Europe**

It’s one of the most epic car chases in movie history. Almost 10 minutes long, the iconic sequence in the Warner Bros. film “Bullitt” follows Steve McQueen at the wheel of a 1968 Mustang GT fastback as he chases two hitmen through the streets of San Francisco.

The new Ford Mustang Bullitt pays homage to that famous car. The special edition model’s 5.0-litre V8 engine is enhanced with an Open Air Induction System, and intake manifold, 87 millimetre throttle bodies and powertrain control module calibration from the Shelby Mustang GT350. Ford’s new rev-matching technology delivers smoother downshifts accompanied by a “blip” of the engine, and an active valve performance exhaust system enhances the V8’s signature burble.

Special edition styling includes 19-inch Torq Thrust-style wheels, red Brembo™ brake callipers and a faux Bullitt fuel-filler cap. The interior features Recaro sports seats, and each Mustang Bullitt will have an individually numbered plaque in place of the traditional Mustang emblem on the passenger-side dashboard. As a nod to the original car’s interior, the gear shifter features a white cue ball gearshift knob.

Sophisticated technology includes Ford’s 12-inch all-digital LCD instrument cluster and the premium B&O PLAY audio system delivering 1000 watts through 12 high-performance speakers, to create a rich audio experience for all occupants.

“Nothing captured the spirit and excitement of Mustang quite like that amazing car chase in ‘Bullitt’,” Armstrong said. “The new Mustang Bullitt will pack a similar punch when it goes on sale this year with more power, exciting new features like rev-matching and B&O PLAY audio, and – just like Steve McQueen – dripping with understated cool.”

Ford enlisted the support of Chase and Madison McQueen, to unveil the new Mustang Bullitt in Europe. Steve McQueen’s grandchildren – supported by their father, Chad McQueen – starred in their own car-chase scene set in the Swiss Alps surrounding Geneva, a homage to the iconic “Bullitt” chase-scene that still resonates with movie fans today.

Appearing on the Ford Geneva Motor Show stand alongside the new Mustang Bullitt is a Highland Green 1968 Ford Mustang GT powered by a 390 cu in (6.4-litre) V8 engine, the same model as the car driven by Steve McQueen in the movie “Bullitt”.

**Sophisticated new Edge SUV**

Unveiled in sporty ST-Line specification, the new Ford Edge SUV makes a statement with enhanced front and rear styling, a wide mesh grille, colour-coded body including deep side skirts, and standard 20#inch aluminium wheels.

The new Edge debuts in Europe sophisticated new driver assistance technologies including:

- **Adaptive Cruise Control with Stop-and-Go and Lane Centring Assist** helps the vehicle maintain a comfortable driving distance from vehicles ahead and helps reduce stress during long, light-traffic road trips by helping keep the vehicle centred in its lane
- **Post-Collision Braking** helps to reduce the impact of a potential secondary collision by automatically applying moderate brake pressure when an initial collision event is detected; slowing the vehicle can potentially lessen injury to occupants and further damage to the vehicle
• **Evasive Steering Assist** helps drivers steer around stopped or slower vehicles to help avoid collisions. Designed to operate at city and motorway speeds, it uses radar and a camera to detect slower-moving and stationary vehicles ahead and provides steering support to enable drivers to manoeuvre around a vehicle if a collision is imminent.

The new 238 PS bi-turbo 2.0-litre EcoBlue diesel engine is combined with a new eight-speed automatic transmission featuring Adaptive Shift Scheduling and Adaptive Shift Quality Control, and Ford Intelligent All Wheel Drive, for optimised driving performance and refinement. Standard selective catalytic reduction emissions after-treatment contributes to improved NO\textsubscript{X} reduction.

Wireless charging enables compatible devices to be charged cable-free, and Ford’s SYNC 3 communications and entertainment system enables drivers to control connected smartphones, audio, navigation and climate using voice commands and an 8-inch colour touchscreen. Customers can further upgrade their new Edge audio experience with a premium B&O PLAY sound system, and further comfort and convenience features include a new fully configurable 3D digital instrument cluster, full length panoramic glass roof, heated and cooled front seats, heated rear seats and a heated steering wheel.

"Helping customers effortlessly deal with stop-start traffic using our most advanced driver assistance technologies to-date, and cruise in comfort supported by our refined and fuel-efficient new 2.0-litre EcoBlue diesel engine and eight-speed automatic gearbox, the new Ford Edge is our most compelling offering yet for the ever-growing numbers of European customers migrating towards SUVs," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

**KA+ Active crossover**

Delivering greater comfort and convenience, more driver assistance technologies than the current model, and enhanced interior and exterior styling, the new version of Ford’s value-for-money KA+ is now also available as a new KA+ Active crossover version.

The KA+ Active features ride height raised by 23 millimetres, and exterior styling enhanced with additional rocker and wheel-arch cladding, a unique black finish for the upper and lower front grilles and roof rails for carrying bikes and sports equipment. Further exclusive specification includes unique 15-inch alloy wheels and Canyon Ridge bronze metallic exterior paint colour.

New KA+ comfort and convenience features include Ford’s SYNC 3 communications and entertainment system, rain-sensing wipers and automatic headlamps.

The spacious and practical KA+ and KA+ Active with room for five adults and ample luggage for the first time deliver a choice of petrol and diesel powertrains. Ford’s new refined and fuel-efficient 1.2-litre, three-cylinder Ti-VCT (Twin independent Variable Camshaft Timing) petrol engine offers 70 PS or 85 PS and delivers from an anticipated 114 g/km CO\textsubscript{2}.

Ford’s 95PS 1.5-litre TDCi diesel engine is designed to meet the needs of higher-mileage drivers and anticipated to deliver from 99 g/km CO\textsubscript{2}.

**Completely renewed Tourneo people-mover line-up**

The range-topping eight/nine-seat Tourneo Custom is distinguished by its bold new front-end design, and offers an all-new premium cabin interior that features unique-in-segment rear seating with six individual seats that can be arranged in conference format. The largest Tourneo people mover is available to order from Ford dealers now.

Offering five-seat and seven-seat versions, the Tourneo Connect introduces fuel-efficient new powertrains including the all-new 1.5-litre EcoBlue diesel engine* with an eight-speed automatic transmission option, and Ford’s 1.0-litre EcoBoost petrol engine* featuring cylinder deactivation; manual vehicles feature six-speed transmissions as standard. The stylish new front-end appearance is complemented by upgraded interior trim materials.
The compact five-seat Tourneo Courier offers updated powertrains with a standard six-speed transmission, SYNC 3 technology and refreshed front-end design. The new Tourneo Courier and Tourneo Connect models will be available from mid-2018.

**New LEGO® Speed Champions kits**

Show cars on a much smaller scale; the designers at LEGO have recreated the striking looks of the M-Sport Ford Fiesta WRC car and the 1968 Ford Mustang Fastback model for the LEGO® Speed Champions range.

The new 203-piece M-Sport Ford Fiesta WRC set includes a choice of wheel trims, two interchangeable bonnets – one featuring spotlights for night driving, authentic miniature race-graphics and a driver minifigure with helmet and racing overalls.

Visitors to the Ford stand will also be able to pose with a life-size LEGO® Ford GT race-car driver against a podium backdrop. The 1.84 cm (6 ft) driver is made up of 67,252 bricks and took a team of seven skilled LEGO® builders 304 work hours to create.

###

*Officially homologated fuel-efficiency and CO₂ emission figures will be published closer to on-sale date.*

**The declared Fuel/Energy Consumptions, CO₂ emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO₂ 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, CO₂ emissions and electric range. CO₂ is the main greenhouse gas responsible for global warming.

From 1 September 2017, certain new vehicles will be type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) according (EU) 2017/1151 as last amended, which is a new, more realistic test procedure for measuring fuel consumption and CO₂ emissions. From 1 September 2018 the WLTP will fully replace the New European Drive Cycle (NEDC), which is the current test procedure. 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 i.e., the same car might have different fuel consumption and CO₂ emissions.