

Ford

NEW PUMA



VISIONARY. INGENIOUS. REMARKABLE.
EVERY CAR BEARS HIS SIGNATURE.

Henry Ford



Puma ST-Line X
with optional Lucid Red body colour and 19"
5-spoke Matt Black painted alloy wheels.



Puma Titanium
with 17" 10-spoke Absolute Black painted alloy
wheels and optional Solar Silver body colour.

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Be yourself

Life in the city requires creative thinking. Finding your voice in a crowded space is not about following trends. It's about expressing your own unique style. It's not about demanding attention. It's about confidently showing who you are. Introducing the new Ford Puma. Own the space you occupy.

Puma ST-Line X shown in optional Metropolis White body colour and 19" 5-spoke Matt Black painted alloy wheels.





A way of seeing

Life is rarely neat. It would be boring if it was. Life is vibrant, fluid, and far more interesting than that. The new Ford Puma perfectly encapsulates this way of thinking. Combining all the athletic energy of an SUV, the dynamic space of a city compact, and stylish refinement of a premium passenger vehicle – Ford Puma embodies a new direction in automotive identity.

Its beautifully sculpted exterior is stunning to look at, and leaves a lasting impression once seen. Stylish flair and commanding presence are combined with thoughtful functionality. Together with a diverse range of intelligent driver assistance technologies and a new generation of efficient hybrid technology – the new Ford Puma makes the perfect companion for the city arena.

Puma ST-Line X shown in optional Desert Island Blue body colour with 19" 5-spoke Matt Black painted alloy wheels.





A way forward

With clever features and innovative technologies, the Ford Puma puts you in complete control. From the 12.3" full digital instrument cluster and advanced 8" touchscreen display, to a host of additional services and features available through your SYNC 3 infotainment system and FordPass Connect embedded modem – every element has been designed to make your drive as effortless as possible. (FordPass Connect is available as a 2 year free trial, after which subscription charges may apply).

Puma ST-Line X shown with standard Tire on Casual fabric, with partial Salerno leather trim in Ebony and red stitching.



A perfect balance

The sleek lines and sporty edge of the Ford Puma carry through seamlessly to its seductive interior. Step into the cabin and you'll be welcomed by beautifully crafted sports-style front seats that are not only pleasing to the eye but offer premium levels of comfort through lumbar support.

When the sun shines, set your ideal cabin environment with Electronic Automatic Temperature Control (standard on ST-Line X and Titanium). And as day turns to night, the auto-dimming rear view mirror comes into play to protect your eyes from the dazzle of headlights. This is where beauty and function strike the perfect balance.

Puma ST-Line X shown with standard Tire on Casual fabric with Salerno partial leather seat trim in Ebony with red stitching.



A clever use of space

Life in the city requires an inventive approach to how you occupy space. The new Puma embraces this way of thinking. Aside from being so pleasing to the eye, it also delivers real functionality within the details of its design.

To start with, access to your loadspace is easy even with your hands full. With your keys in your pocket or bag, a simple kicking motion beneath the rear bumper can activate Puma's hands-free tailgate (optional on all series). While the adaptive rear parcel shelf is not fixed to the second row of seats and raises with the tailgate, it can open and allow room for larger storage items.

But what's really clever is the Puma loadspace itself, which incorporates an innovative new MegaBox compartment. Not only providing an extra 68L of storage space if needed, the MegaBox also features a waterproof lining and even a drain hole. So if you're an active person, it's the ideal space to store wet or muddy gear after your park run and adds so much space you could even stand taller items upright in it, such as a standard size golf club bag.

Puma ST-Line X shown in optional Desert Island Blue body colour.

Choose your driving mode

Selectable Drive Modes

Tailor your Puma driving experience to suit the conditions through a selection of five available drive modes. Prioritise different configurations of performance, power and economy, by selecting between **Normal**, **Sport**, **Trail**, **Slippery** and **Eco** settings.

The system adjusts various settings, including throttle response and steering feel, as well as gear-change behaviour on cars with automatic transmission. The instrument cluster also changes to reflect your chosen setting, and includes a 'quiet' mode that displays only the most important information.



Puma ST-Line X shown with optional Metropolis White body colour and 19" 5-spoke Matt Black painted alloy wheels.





Meet your phone's new best friend

Ford SYNC 3

Ford SYNC 3 integrates seamlessly with your compatible smartphone*, letting you control everything from phone calls and text messaging to music and satellite navigation – all via the 8" touchscreen or through remarkably simple voice commands. Map updates help to keep you on track and on time, and are complimentary for a limited period following vehicle registration.

SYNC 3 features

- Manage your phone, music, apps and navigation with simple voice commands
- Hear your text messages read aloud for you
- Emergency Assistance[†] helps occupants place an emergency call to provide emergency services with the vehicle location in their respective language
- Control SYNC-compatible apps with AppLink, while Apple CarPlay and Android Auto let you navigate your smartphone through the SYNC 3 home screen, as if it were your handset

- Colour touchscreen supports multi-touch 'swipe' and 'pinch-to-zoom' gestures, and lets you arrange application icons and background displays just as you would on your tablet or smartphone

Access additional features via your smartphone with the **FordPass App**.

- Select points of interest along your route. FordPass will send these locations to your SYNC 3 Navigation when you connect through AppLink
- Search for refuelling points by brand or fuel grade, and compare pricing
- Search available parking spaces, check costs, opening hours and ratings

*Please note: Full SYNC 3 smartphone integration only available with iPhone 5/Android 5.0 (Lollipop) or higher. Some SYNC 3 functions require a data connection, so mobile data charges will apply. To check whether Apple CarPlay and Android Auto are available in your market, please check official Apple CarPlay and Android Auto websites for the latest information.

[†]Ford Emergency Assistance is an innovative SYNC feature that uses a Bluetooth®-paired and connected mobile phone to help vehicle occupants initiate a call to the local Communications Centre, following a vehicle crash event involving an airbag deployment or fuel pump shut off. The feature operates in more than 40 European countries and regions.

Effortless connectivity

Now you and your Ford can stay seamlessly connected wherever you are. That's because the FordPass Connect modem and the FordPass App, together, unlock a range of features designed to make every journey easier.



FordPass Connect

FordPass Connect can help save you both time and hassle, as well as give you peace of mind. It is provided as a two year free trial (from date of first registration). After this period subscription fees are payable.

- Live Traffic** delivers regular traffic information directly to your SYNC 3 Navigation system. The technology then adjusts your recommended route based on the traffic conditions, helping you to arrive more relaxed and on time (two year free trial)
- On-board Wi-Fi*** – receive up to 4G Wi-Fi for a maximum of ten devices so you and your passengers can enjoy the same connectivity on the move as you would at home (three month free trial)



FordPass App

FordPass Connect becomes even more powerful when paired with your compatible smartphone via the FordPass App, allowing you to access a host of features.

- Use your phone to double-check your car is locked, or allow someone to access your car when you're elsewhere
- Monitor your fuel level, mileage and tyre pressures, all via your phone
- Find your way back to your parked car on a map
- Receive Vehicle Health Alerts directly to your smartphone

The on-board modem will be connected at the time of vehicle delivery. You may choose to opt in/out of certain data sharing. The technology will be made available in selected markets in 2019, with the remaining markets following through 2020. FordPass Connect feature usage is complimentary for the first 2 years, thereafter a subscription fee is payable.

**Live Traffic access is complimentary for the first 2 years following the registration of a new Ford featuring SYNC 3 with navigation; thereafter a licence fee is payable.

***Wi-Fi hotspot (up to 4G LTE) includes complimentary wireless data trial that begins when customers activate the trial with Vodafone, and expires at the end of 3 months or when 3GB of data is used, whichever comes first. Afterwards data bundles can be purchased from Vodafone, refer to their website for details of their data packages. To take advantage of the built-in Wi-Fi hotspot capability, a 2019 Ford vehicle must come with the appropriate hardware, and a data plan is required. Data coverage and service is not available everywhere and terms of your data plan, including applicable message and data rates, may apply.





Intelligent Adaptive Cruise Control with Evasive Steering Assist

Adaptive Cruise Control maintains a set distance between you and the vehicle in front, and can bring your car to a stop. The Pre-Collision Assist, with Evasive Steering Assist, alerts you to potential hazards (such as vehicles and pedestrians), and is designed to help steer around obstacles, while applying the brakes to help reduce an impact. (Option on all series)



Wireless charging pad

A convenient wireless charging pad keeps your devices ready for use. (Standard on all series)



Rear wide-view camera

Helpful when reversing into or out of spaces, and activated by selecting reverse gear, the rear wide-view camera provides a clear view left and right, displaying a near 180-degree view behind the car to your SYNC 3 screen. (Option on all series within Driver Assistance Pack)



Panorama roof

Enjoy more of the surrounding scenery from the comfort of your Puma. An electrically-operated panorama roof truly lets you bring the world outside into the vehicle cabin. Providing an abundance of fresh air when opened, the sliding glass also has a solar reflective coating to help keep the interior cool when closed. While an internal sunblind provides extra shade when you need it. (Option on all series)



Pre-Collision Assist*†

Pre-Collision Assist with pedestrian detection monitors your proximity to other vehicles and pedestrians – even in the dark. If a potential collision is detected, it can alert you with visible and audible warnings and, if needed, pre-charge the brakes to increase brake sensitivity to help enhance responsiveness when you brake. (Standard on all series)

*Uses sensors.
†Driver assistance feature.



LED headlights

Efficient and long-lasting LED headlights produce a bright natural light with a very precise pattern. They also sense when it is dark. (Option on all series)

Auto high beam detects oncoming vehicles and will automatically dip your beams for you. Available as standard on all series in conjunction with Lane-Keeping Aid (part of Lane-Keeping System)



Blind Spot Information System*

Blind Spot Information System alerts you via discreet warning lights built into both door mirrors, when another vehicle – car, van or lorry – enters your blind spot while driving. Similarly, Cross Traffic Alert is designed to warn you if a moving vehicle or other hazard is detected, while you reverse from a perpendicular parking space, and can automatically apply the brakes if you take insufficient action. (Option on all series within Driver Assistance Pack)

*Uses sensors.



Lumbar massage seats

Puma's driver and front passenger seats can be enhanced by a lumbar massage function for additional comfort and support. Activated at the push of a button, the 3-way adjustable massage settings revitalise tired muscles – ideal for longer journeys. (Standard on Titanium only)

With Puma the choice is easy

With three distinctively individual design options available, the choice has never been easier.

Whether you prefer the comfort of a Luxury vehicle, or the fun-loving driving dynamics of Sport – there is a new Ford Puma to suit you.

To make your purchase choice even more rewarding, we’ve elevated the standard of our features across all series. So now, whichever Puma route you decide to take, you can be assured of a richer level of standard content.

Speak to your Ford Dealer for more information on the options available.



Titanium

Luxury

Puma’s luxury model delivers superior levels of sophistication and comfort, using premium materials.



ST-Line

Sport

The distinctive eye-catching individuality of the ST-Line provides a captivating and dazzling new approach to our state-of-the-art sport series.



ST-Line X

Sport

The ST-Line X builds on the distinctive design and adds upgraded alloy wheels and enhanced interior content

FORD **PUMA** Models

Titanium

Key exterior features

- 17" 10-spoke alloy wheel - Absolute Black machined finish
- Projector headlamps with LED day time running lamps
- Front fog lamps with cornering lights
- Rear LED lamps
- Lower black-finish side mouldings with chrome insert
- Auto headlights with rain-sensing wipers and auto high beam
- Power-foldable heated door mirrors with puddle lamps
- Body colour front bumper fascia with lower part in black, and dual colour rear bumper
- Body colour rear spoiler
- Rear parking sensors
- Quickclear heated windscreen

Key interior features

- Ford SYNC 3 Navigation with 8" touchscreen and FordPass Connect (Embedded Modem)
- Electronic Automatic Temperature Control (EATC)
- Pre-collision assist with autonomous emergency braking (AEB)
- Lumbar massage seats driver and passenger
- Wireless charging
- Cruise control, lane-keeping system and lane departure warning
- Auto-dimming rear-view mirror
- Premium centre console
- 4.2" colour TFT high series analogue cluster
- Ford MegaBox (Extended boot space)
- Selectable drive modes (Normal, Eco, Sport, Slippery & Trail)

Engines

Petrol mild hybrid vehicle

1.0L EcoBoost Hybrid (mHEV) 125 PS
1.0L EcoBoost Hybrid (mHEV) 155 PS

*Puma Titanium in Solar Silver metallic body colour (option).
Puma Titanium standard interior with 8" SYNC 3 touchscreen display.*



FORD **PUMA** Models

ST-Line

Key exterior features different from Titanium

- 17" 5x2-spoke alloy wheels - Black machined finish
- Unique ST-Line body colour front bumper, and body colour rear bumper with diffuser
- Sports suspension
- Large rear spoiler
- ST-Line wing badge
- Chrome exhaust extension

Key interior features different from Titanium

- 12.3" full digital instrument cluster
- Manual air conditioning
- ST-Line flat-bottomed leather steering wheel with unique red stitching
- Black leather-trimmed handbrake handle with red stitching
- Soft-feel gearshift gaiter with red stitching
- Sports-style stainless steel pedals with rubber inserts (manual transmission only)
- Unique ST-Line front scuff plates
- Aluminium gearshift knob
- Sports-style front seats including 4-way manual seat adjustment with manual lumbar support
- Dark headliner

Engines

Petrol mild hybrid vehicle

1.0L EcoBoost Hybrid (mHEV) 125 PS
1.0L EcoBoost Hybrid (mHEV) 155 PS

*Puma ST-Line in Lucid Red metallic body colour (option).
Puma ST-Line standard interior with red stitching.*



Main image shows Puma ST-Line X in Desert Island Blue body colour (option).

FORD **PUMA** Models

ST-Line X

Key exterior features in addition to ST-Line

- 18" alloy wheels - Black machined finish
- Privacy glass

Key interior features in addition to ST-Line

- Partial leather seat trim
- Electronic Automatic Temperature Control (EATC)
- B&O Premium Audio System (675 Watts, 10 Speakers)
- Carbon look interior deco spears

Engines

Petrol mild hybrid vehicle

1.0L EcoBoost Hybrid (mHEV) 125 PS

1.0L EcoBoost Hybrid (mHEV) 155 PS



18" alloy wheels - Black machined finish



Aluminium gearshift knob



FORD **PUMA** Colour and trim



Blazer Blue
Standard



Agate Black
Premium*



Magnetic
Exclusive*



Desert Island Blue
Exclusive*



Frozen White
Premium*



Solar Silver
Premium*



Metropolis White
Exclusive*



Race Red
Premium*



Grey Matter
Exclusive*



Lucid Red
Exclusive*

*We chose
Desert Island Blue.
What will you choose?*

Ford Puma owes its beautiful and durable exterior to a special multi-stage painting process. From the wax-injected steel body sections to the protective top coat, new materials and application processes ensure your new Puma will retain its good looks for many years to come.



Desert Island Blue* Exclusive body colour
Agate Black metallic roof and door mirrors*

*At extra cost.
The Ford Puma is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions.
Note: The car images used are to illustrate body colours only and may not reflect current specification or product availability in certain markets. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of the printing processes used.

FORD **PUMA** Interior trim

Sit back and relax

Sophistication and craftsmanship come together beautifully in new Ford Puma. The look and feel of premium materials will enhance your appreciation of the generously proportioned interior, whether you're travelling as a passenger or seated behind the wheel.



Court and Belgrano fabric
in Ebony for ST-Line (Standard)



Alhambra and Casual fabric
in Ebony for Titanium (Standard)



Tire on Casual fabric with partial Salerno Leather
in Ebony for ST-Line X (Standard)

FORD **PUMA** Wheels and tyres



17"
17" 10-spoke alloy wheels - Black machined finish
Standard on Titanium
(Fitted with 215/55 R17 tyres)



17"
17" 5x2 spoke alloy wheels - Black machined finish
Standard on ST-Line
(Fitted with 205/45 R17 tyres)



18"
18" alloy wheels - Matt Black machined finish
Standard on ST-Line X
(Fitted with 205/40 R18 tyres)



19"
19" 5 spoke alloy wheel - Matt Black painted
Option on ST-Line and ST-Line X
(Fitted with 225/40 R19 tyres)



CD player

A dealer-fit solution for customers wishing to add a CD player. Additional adaptor cable might be necessary for installation on some vehicles. Please ask your Ford Dealer for further details. (Accessory)



Premium safety kit

A neatly arranged first aid kit that can be conveniently stowed out of sight thanks to its compact design. Kit includes: first aid kit, warning triangle and warning vest. (Accessory)

Rubber floor mats

Tray style rubberised all-weather floor mats are tailor-made to fit and help to protect against dirt and damp. The driver's mat is securely fixed directly onto the vehicle's floor to help prevent it from slipping. (Accessory)

Load compartment protection

A durable boot liner with Puma logo is available (Accessory), as well as a reversible load compartment carpet mat with Puma logo on one side, and a durable rubber surface on the reverse. (Accessory) Both are ideal for transporting wet or dirty items.

Detachable tow bar

Providing extra transport and stowage capability, a detachable tow bar can be removed and stored when not in use. (Option and Accessory)

Mud Flaps

Contoured mud flaps help to protect the bodywork of your Puma from stone chips and road spray. Available for front and rear. (Accessory)

Cross bars

Sturdy cross bars form the basis for various available roof attachments allowing you to transport loads securely and easily. (Accessory)

Thule®+ roof attachments

A range of roof attachments is available, including roof boxes, bike carriers and roof ski/snowboard carriers. (Accessory)

G3+ roof box

Increase the storage capacity of your Ford Puma with a range of high-quality G3+ roof boxes. The sleek and aerodynamic designs ensure stability as well as stylish looks, whilst the user-friendly fixations, locks and opening mechanisms give you the ultimate in protection and convenience. Available in a selection of different sizes. (Accessory)



For more accessories please visit the Online Accessory Catalogue at www.ford-accessories.co.uk
For a range of Ford branded items – from clothing to lifestyle products and model cars – visit www.fordlifestylecollection.com

Items ordered as an option, will be fitted in the factory. If ordered as an accessory, items will be fitted at the dealership.
Fitment of accessories may have an impact on your vehicle's fuel consumption.
+Item covered by third party supplier's warranty, please see back cover for details.

Engines

With a choice of new forward-thinking, advanced mild hybrid (mHEV) petrol engines, the new Puma delivers outstanding performance, together with impressive fuel economy and low emissions figures.

Power

1.0 Ford EcoBoost Hybrid (mHEV)
155PS
CO₂ emissions 99-101g/km*



Efficiency

1.0 Ford EcoBoost Hybrid (mHEV)
125 PS
CO₂ emissions 96-99 g/km*



What is Ford EcoBoost Hybrid?

Hybrid technology incorporates a small electric motor to help improve efficiency of petrol engines. An mHEV vehicle cannot be driven solely on electric power; instead the electric motor provides additional support to the petrol engine when needed, helping both to increase your vehicle MPG, and reduce emissions figures.

With mHEV vehicles there's no need to connect to an external power source, as the separate battery pack which powers the electric motor is recharged while you drive. Regenerative braking works by redirecting energy from the brakes and back into the mHEV battery.

*The CO₂ figures shown are NEDC equivalent
Note: An alternative Ford EcoBlue engine option will also be available from mid-2020 for the latest in cleaner, more economic diesel technology.



Fuel and performance

Fuel, Performance & Emissions

The test used to establish fuel consumption and CO₂ figures has changed to deliver results that are more representative of real life driving. The Worldwide Harmonised Light Vehicle Test Procedure (WLTP) has replaced the old NEDC test. The Fuel Consumption figures shown are derived from the new WLTP test. However, until 6th April 2020, the published CO₂ figures will be the NEDC equivalent and this will be used to calculate Vehicle Excise Duty.

The table shows the fuel consumption (WLTP) figures for each available engine on the Ford Puma. These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. The figures shown are for comparability purposes; only compare fuel consumption and CO₂ figures with other vehicles tested to the same technical procedures.

	1.0L EcoBoost Hybrid (125 PS)	1.0L EcoBoost Hybrid (155 PS)
5-door		
Emission standard	Stage 6.2	Stage 6.2
Maximum Power PS (kW)	125 (92)	155 (114)
Torque Nm	210	240
CO ₂ emissions (g/km) ⁹⁹	96 - 99	99 - 101
Transmission	6-speed manual	6-speed manual
Drive	4x2	4x2
Combined Fuel Consumption (WLTP figures with options) ⁹⁹		
Lowest Performing MPG (L/100km) (Combined)	48.7 (5.8)	49.5 (5.7)
Highest Performing MPG (L/100km) (Combined)	51.4 (5.5)	50.4 (5.6)
Performance ⁹⁹		
Max. speed (mph)	119	124
0-62 mph (secs)	9.8	9.0
Weights and loads		
Kerbweight (kg)*	1280	1280
Gross vehicle mass (kg)	1760	1760
Max. trailer mass 12% (kg)	1100	1100
Max. towable mass (kg) (unbraked)	640	640
Vertical load limit (kg) (tongue load)	75	75

*In 4th gear. All petrol engines are equipped with a catalytic converter.
⁹⁹The 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 Vehicles type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) have Fuel/Energy Consumptions and CO₂-Emission information for both New European Drive Cycle (NEDC) and WLTP. WLTP is a new, more realistic test procedure for measuring fuel consumption and CO₂ emissions and will fully replace the NEDC latest by end of the year 2020. 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. A guide on fuel economy and CO₂ emissions which contain data for all new passenger car models is available at any point of sale free of charge or can be downloaded under <http://carfueldata.dft.gov.uk>.

⁹⁹Represents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted. **Towing limits** quoted represent the maximum towing ability of the vehicle at its gross vehicle mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. **Gross train mass** includes trailer weight. Towing limits ight. Roof load limit is a maximum of 50 kg on all models (roof load limit is reduced to 0 kg when panorama roof is specified). Towing capacity is reduced to 0 kg for 1.0 Ford EcoBoost and 1.5 Duratorq engines when panorama roof is selected. Towing capacity is reduced to 0 kg for 1.0 Ford EcoBoost automatic and 1.5 Duratorq 120 PS engines when either a spare wheel or 18" alloys are selected. Towing limit is reduced to 0 kg for ST-Line series.



5-door

1216L

Rear Seats Folded

456L

Rear Seats Upright



Full features and specifications (not located in the printed brochure)
To review the full features and specifications, download the digital ebrochure or view the interactive brochure. These can be downloaded from: www.ford.co.uk or scan the QR code.

Dimensions

	Titanium 5 door	ST-Line 5 door
Overall length without/with towbar (mm)	4186	4207
Overall width with mirrors (mm)	1930	1930
Overall width with folded-back mirrors (mm)	1805	1805
Overall height without roof rails (mm) (unladen)	1537	1537
Minimum distance between wheel arches (mm) (in luggage compartment)	1000	1000
Turning circle – kerb to kerb (m)	10.4	10.4
Interior dimensions		
1st seat row headroom (mm) (without panorama roof)	1000	1000
1st seat row leg room (mm) (maximum with seat in rearmost mid-height position)	1127	1127
1st seat row shoulder room (mm)	1348	1348
2nd seat row headroom (mm) (without panorama roof)	965	965
2nd seat row leg room (mm) (maximum with seat in rearmost mid-height position)	877	877
2nd seat row shoulder room (mm)	1320	1320
Luggage capacity (litres)		
5-seat mode (laden to package tray, with tyre repair kit)	456	456
Ford MegaBox	68	68
2-seat mode (laden to roof) (with tyre repair kit)	1216	1216
Loadspace		
Max. loading height (mm)	865	865
Loading width between wheel arches (mm)	1000	1000
Loading length (at floor to second row seats) (mm)	726	726
Fuel tank capacity (litres)		
Petrol	42	42

Dimensions may vary dependent on the model and equipment fitted.

FORD PUMA Dimensions



Colour and trim

	Standard body colours	Premium body colours*				Exclusive body colours*			
	Blazer Blue	Frozen White	Race Red	Agate Black	Solar Silver	Lucid Red	Metropolis White	Grey Matter	Magnetic
Titanium									
Seat facing trim and colour: Alhambra in Ebony	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Seat bolster trim and colour: Casual in Ebony									
Instrument panel colour: Ebony									
ST-Line									
Seat facing trim and colour: Court in Ebony	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Seat bolster trim and colour: Belgrano in Ebony									
Instrument panel colour: Ebony									
ST-Line X									
Seat facing trim and colour: Tire on Casual in Ebony	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗	⊗
Seat bolster trim and colour: Salerno Leather in Ebony									
Instrument panel colour: Ebony									

*Premium and Exclusive body colours are options at extra cost.

Styling and appearance

	Titanium	ST-Line	ST-Line X
Wheels			
Alloy – 17"x7", 10-spoke, Absolute Black finish (fitted with 215/55 R17 tyres*)	■		
Alloy – 17"x7", 5x2-spoke, Black Machined Finish (fitted with 215/55 R17 tyres*)		■	
Alloy – 18"x7", 5-spoke, Matt Black Machined Finish (fitted with 215/50 R18 tyres*)			■
Alloy – 19"x7.5", 5-spoke, Matt Black Machined Finish (fitted with 225/40 R19 tyres*)		□	□
Tyre repair kit	■	■	■
Locking wheel nuts	■	■	■
Design features			
Active grille shutter	■	■	■
Front bumper – Base facia body colour with lower part black	■		
Front bumper – Unique ST-Line sport design, body colour		■	■
Rear bumper – Plastic, dual colour	■		
Rear bumper – Body colour with diffuser		■	■
Bright exterior door frame moulding	■		

*The wheel you choose will be fitted with the tyre size noted, but no choice of tyre brand is available.

Standard ■

Option at extra cost □

Part of an option pack at extra cost ⊗

Available ⊗

Styling and appearance

	Titanium	ST-Line	ST-Line X
Lower bodyside moulding with chrome insert			
Lower bodyside moulding – Body colour			
Rear spoiler – Body colour with centre high mounted brake light			
Large Rear spoiler – Body colour, with centre high mounted brake light			
Tailgate – Manual			
Hands-free Power Tailgate (Ford KeyFree System with Ford Power starter button, includes Motion Sensing Key Fob)			
Rear Privacy Glass			
ST-Line badge			
Puma Badge			
EcoBoost Hybrid tailgate badge (only available with 1.0L EcoBoost Hybrid)			
Roof Rails – Black			
Threshold plates – Unique ST-Line, front			
Threshold plates – Unique Titanium, front			
Standard foot pedal design			
Sport pedal set – Stainless steel cappings and rubber inserts (manual transmission only)			
Headliner – Deluxe			
Instrument panel – High level			
Paint			
Agate Black painted roof (only available with these body colours: Solar Silver, Magnetic, Desert Island Blue, Metropolis White, Grey Matter and Lucid Red)			

Driving experience

	Titanium	ST-Line	ST-Line X
Driver assistance			
Active Park Assist – Front and rear parking distance sensors, including perpendicular park assist and park-out assist			
Parking distance sensors – Rear			
Parking distance sensors – Front (included in Active Park Assist)			
Cruise control (includes Adjustable Speed Limiter)			
Adaptive Cruise Control (includes Evasive Steering Assist)			
Intelligent Speed Limiter			
Rear wide-view camera			
Lane-Keeping System with Lane Departure Warning			
Exterior lighting			
Front fog lights (includes cornering lights)			
Headlights – LED projector headlights (LED low beam projector included, LED daytime running lights, with either black bezel (ST-Line) or chrome bezel (Titanium))			
Headlights – Fixed DSS Full LED (ST-Line, ST-Line X, black/metalized for Titanium)			
Headlights – Automatic on/off and high beam (includes automatic wipers with rain sensor, headlight courtesy delay) (Included with high series analogue cluster and full TFT LCD cluster)			
Rear lights – Split LED			
Suspension			
Suspension – Standard duty			
Suspension – Sports-tuned			
Instruments and controls			
Steering wheel – 3-spoke, leather-trimmed sport with unique stitching			
Steering wheel – 3-spoke, leather-trimmed			
Steering wheel – Heated, leather-trimmed (includes driver and passenger heated seats)			
Option Packs			
Driver Assist Pack – Pre-Collision Assist, Adaptive Cruise Control, Blind Spot Information System with Cross Traffic Alert, Active Park Assist and rear wide-view camera			
Technology Pack – Fixed DSS full LED headlights and full TFT LCD instrument cluster			

Standard

Option at extra cost

Part of an option pack at extra cost

*The wheel you choose will be fitted with the tyre size noted, but no choice of tyre brand is available.

Performance and efficiency

	Titanium	ST-Line	ST-Line X
Engine			
Auto Start-Stop			
Technology			
Trip/fuel computer			

Comfort and convenience

	Titanium	ST-Line	ST-Line X
Interior convenience			
Openable panorama roof			
Centre console – Premium, two front illuminated cup holders with armrest and openable stowage area with USB connectivity, and 12 V power point			
Audio and communication systems			
Ford SYNC 3 Navigation with DAB, 8" TFT touchscreen display, seven speakers (four front, two rear, one centre), MP3-compatible, remote audio controls, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and two USB ports for external music devices			
B&O Premium Audio System + Ford SYNC 3 Navigation, with DAB, 8" TFT touchscreen display, 10 speakers (four front, four rear, one centre) with subwoofer, MP3-compatible, remote audio controls, B&O Sound System, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and two USB ports for external music devices			
Climate control			
Air conditioning – Manual control			
Air conditioning – Electronic Automatic Temperature Control (EATC)			
Interior lighting			
Courtesy light – Ambient LED courtesy lighting (single colour), footwell area, cup holder, door map pockets, front and rear map-reading lights			
Seating			
Front seats – Sports-style (including rear map pocket)			
Front seat – Driver's manual height and fore/aft adjustment 4-way			
Front seat – Passenger's manual height and fore/aft adjustment 4-way (included with Panorama Roof option)			
Front seat – Driver's manual lumbar support adjustment			

Standard

Option at extra cost

Part of an option pack at extra cost

*Ford Emergency Assistance is an innovative SYNC feature that uses a Bluetooth®-paired and connected mobile phone to help vehicle occupants initiate a direct call to the local Communications Centre, following a vehicle collision event involving an airbag deployment or fuel pump shut off. The feature operates in more than 40 European countries and regions.

Comfort and convenience

	Titanium	ST-Line	ST-Line X
Front seat – Driver massage seat lumbar support	■		
Front seat – Passenger's manual lumbar support adjustment		■	■
Front seat – Passenger massage seat lumbar support	■		
Front seats – Heated cushion and seatback (Available as Part of Comfort Pack)	⊗	⊗	⊗
Rear seats – 2-way head restraint up/down	■	■	■
Rear seats – 60:40 split folding seat back	■	■	■
Instruments and controls			
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, body colour housings	■	■	■
Tailgate wash/wipe	■	■	■
Wipers – Automatic, with rain sensor	■	■	■
Handbrake – Black leather-trimmed with stitching	■	■	■
Gearshift knob – Leather-trimmed with premium gaiter (Red stitch for ST-Line and ST-Line X) (requires 7-speed automatic transmission for ST-Line and ST-Line X)	■	■	■
Gearshift knob – Aluminium knob ST-Line and ST-Line X aluminum knob and gaiter (Not available with 7-speed automatic transmission)		■	■
Soft-feel gearshift boot with Metal Grey stitching	■		
Soft-feel gearshift boot with Red stitching		■	■
Ford Power starter button	■	■	■
Ford KeyFree System with Ford Power starter button with Motion Sensing Key Fob	⊗	⊗	⊗
Windows – Electrically-operated front with one-touch lowering/closing on driver's side	■	■	■
Windows – Electrically-operated front and rear with one-touch lowering/closing on driver's side, global closing	■	■	■
Technology			
4.2" colour TFT high series analogue cluster	■		
12.3" full TFT/LCD instrument cluster	⊗	■	■
Quickclear heated windscreen (includes washer jets)	■	■	■
Wireless charging pad	■	■	■
Rear-view mirror – Standard	■	■	■
Rear-view mirror – Auto-dimming and rain sensing	■	■	■

Safety and security

	Titanium	ST-Line	ST-Line X
Safety			
Blind Spot Information System with Cross Traffic Alert	⊗	⊗	⊗
Acoustic laminated windscreen	■	■	■
First aid kit strap	■	■	■
Restrain Device Pack – Includes Front, Side and Curtain driver and front passenger's airbags ^{•1} , beltmindr and belt pretensioner (no pretensioner on rear centre seat), front and rear outer seats with load limiter, ISOFIX and top tether	■	■	■
Security			
Detachable tow bar	□	□	□
Remote central/double locking	■	■	■
Thatcham Category 1 perimeter and volume-sensing alarm	■	■	■
Brakes			
Pre-Collision Assist with Emergency Brake Assist, Active Braking with Pedestrian Detection and Forward Alert	■	■	■
Electronic Stability Control ¹⁾ with Traction Control ¹⁾ and Emergency Brake Assist (EBA) ¹⁾	■	■	■
Emergency Brake Warning ²⁾ – Automatic flashing of brake lights under heavy braking	■	■	■
Instruments and controls			
Lane-Keeping Aid (includes Lane-Keeping Alert)	■	■	■
Cruise control (includes Adjustable Speed Limiter)	■	■	■
Technology			
Traction Control – Including Hill Start Assist ²⁾ , Anti-lock braking system (ABS), Emergency Brake Assist (EBA)	■	■	■
Tyre Pressure Monitoring System (TPMS) ¹⁾	■	■	■

Standard

Option at extra cost

Part of an option pack at extra cost

[•]Ford Emergency Assistance is an innovative SYNC feature that uses a Bluetooth®-paired and connected mobile phone to help vehicle occupants initiate a direct call to the local Communications Centre, following a vehicle collision event involving an airbag deployment or fuel pump shut off. The feature operates in more than 40 European countries and regions.

¹⁾Safety feature, ²⁾Driver assistance feature.

[•]**Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seats.**

Utility

	Titanium	ST-Line	ST-Line X
Carpet and trim			
Floor mats – Front and rear, premium with double stitching			
Exterior functional			
Detachable tow bar			
Loadspace compartment			
Load management system including Ford MegaBox			

Insurance groups

	Titanium	ST-Line	ST-Line X
5-door			
1.0L EcoBoost Hybrid (mHEV) (125 PS) (6-speed manual)	17E	17E	17E
1.0L EcoBoost Hybrid (mHEV) (155 PS) (6-speed manual)	20E	20E	20E

Standard

Option at extra cost

Part of an option pack at extra cost

E = Exceeds security requirement for model concerned and group rating has been reduced. Insurance ratings are issued by the Association of British Insurers and are shown above on both the (outgoing) 1-20 and (new) 1-50 rating scales.

Making ownership easy and affordable.

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Allows you to relax knowing we’re always by your side.

With Ford, the service doesn’t end when you leave the showroom. Ford Service is designed to keep your Ford in great condition and help you make the most of your car – throughout its life.

- Ford Online Service Booking
- Comprehensive service and maintenance plans
- Use of genuine Ford parts for added peace of mind
- Ford trained technicians using the latest diagnostic equipment and tools
- One Call for everything Ford 0203 564 4444
- Ford Accident Management, service free to all drivers

Also, every Ford vehicle comes with 12 months UK & European Roadside Assistance from the date of registration. This can be extended for a further 12 months when your vehicle has a Scheduled service at a participating Ford Dealer.

For more information visit www.ford.co.uk/fordservice

FORD INSURE

Trust your car insurance to the people that know it best. Designed specifically for Ford owners, it offers value, simplicity and a range of benefits that come as standard.

- Repairs carried out by experts at a Ford Accident Repair Centre
- Guaranteed repairs for as long as you own your car
- Genuine Ford Parts and manufacturer-spec glass
- Courtesy car while your Ford is being repaired at one of our Approved Repair Centres
- Free 24 hour emergency help lines
- Named Drivers earn a Ford Insure No Claims Bonus which can be used on any Ford Insure car insurance policy
- Stereo cover for any audio/visual equipment permanently fitted by the manufacturer
- Up to 90 days cover to drive in Europe

So, for cover designed with your Ford in mind, please call our UK Customer Service Team on 0333 234 9976 or go online at www.fordinsure.co.uk

Terms and conditions apply.

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FORD PROTECT

Extend your warranty up to 5 years/100,000 miles with Ford Protect.

Extend your standard 3-year/60,000 miles warranty and enjoy worry-free motoring for many years to come. Ford Protect provides a range of key benefits including*:

- High flexibility in duration and mileage
- Cover against unexpected electrical and mechanical repair costs in the UK and Europe
- With a Ford Protect Plan, the price of covered parts and labour are guaranteed for the length of your plan
- Help prolong the lifespan of your Ford vehicle
- Protects your vehicle resale value

To increase potential resale value, Ford Protect New Vehicle Warranties are transferable to the new owner should you decide to sell your vehicle.

*Ford Protect terms and conditions apply see ford.co.uk/extended-warranties for more information.

FORD Protect Extended Warranty for New Vehicles

	Total Mileage (mls)
4 Year Protection	80,000 mls
5 Year Protection	100,000 mls



FORD PUMA Next steps



try

Visit your Ford Dealer and test drive the new Ford Puma for yourself.
Find your local Dealer: www.ford.com/SBE/DealerLocator



build

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finance

When it comes to financing your vehicle, our size and expertise means we're well placed to provide you with a wide range of finance products.

Ford Credit* provides a range of finance products for your vehicle whether you are a private or business user.

Ford Lease^ specialises in contract hire and leasing and provides an alternative range of finance plans which can be tailored to suit your business. Business users only.

For more information about our finance products visit ford.co.uk.

* Finance subject to status. Freeport Ford Credit. Ford Credit is a trading style of FCE Bank plc which is authorised by the Prudential Regulation Authority and regulated by the Financial Conduct Authority and the Prudential Regulation Authority under firm reference number 204469.

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own

When you drive away in your new vehicle, we're with you all the way. Ford has a large authorised service network to help you keep your vehicle in the best condition.

And should your new Ford ever require accident repair, a Ford Accident Repair Centre is the best place to get your vehicle back to its pre-accident condition and on the road as quickly as possible.



FordPass

FordPass is a new platform that will empower you to rethink the way you move. Finds parking locations nearby, contains vehicle and finance details, dealer information and a host of useful guides.

Live Traffic access is free for the first 2 years following the purchase of a new Ford featuring SYNC 3 with navigation; thereafter there is an annual licence fee.



contact

Ford Credit Account Services : 0345 712 5490

Ford Lease Customer Services : 0344 600 1405

Calls to 0344 and 0345 numbers are charged at the same rate as a standard 01 or 02 geographic number, even when calling from a mobile.



Warranty

- 3-year/60,000 miles⁽¹⁾ Ford Warranty
- 1-year/unlimited mileage⁽¹⁾ Ford Assistance Roadside Cover (Europe)
- 2 or 3-year Ford Protect Service Plan, including scheduled servicing and extended Ford Assistance
- 3-year/unlimited mileage⁽¹⁾ Paint Warranty
- 12-year/unlimited mileage⁽¹⁾ Perforation Warranty

Standard ☒

Option at extra cost ☐

⁽¹⁾Whichever occurs soonest; from date of first registration. Year 1 - unlimited mileage. Subject to terms and conditions.

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The Government fuel figures do not express or imply any guarantee of the fuel consumption of any particular vehicle. The vehicles themselves have not been tested and there are inevitably differences between individual vehicles of the same model. In addition, a vehicle may incorporate particular modifications. Furthermore, the driver's style and road and traffic conditions, as well as the extent to which the vehicle has been driven and the standard of maintenance, will affect its fuel consumption. **Insurance groups** are only as recommended by the Association of British Insurers. You should always consult your insurance adviser for confirmation.

Ford One Call

In the unlikely event that your Ford Dealer can't help you or if you need to speak to us directly, call 0203 564 4444

Ford Rental – local service nationwide

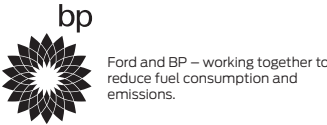
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Ford Motability

Call our Ford Motability team on 0345 6040019

Finance

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Ford Lease Customer Services 0344 600 1405
Calls to 0344 and 0345 numbers are charged at the same rate as a standard 01 or 02 geographic number, even when calling from a mobile.



Published by Ford Motor Company Limited,
Laindon, Essex, England.
Registered in England No. 235446.
FA 1645
BJN 207519. FoE H80E
PN 971504/0520/6m/GBR en
June 2019.
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MY 2020 25 GBR en

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