

B-MAX



Life is an open door.

Introducing the stylish **B-MAX** with the unique Ford Easy Access Door System, featuring hinged front doors and pillarless rear sliding doors delivering new levels of convenience, access and flexibility. It's packed with smart technology to make driving easier, more enjoyable and more efficient.



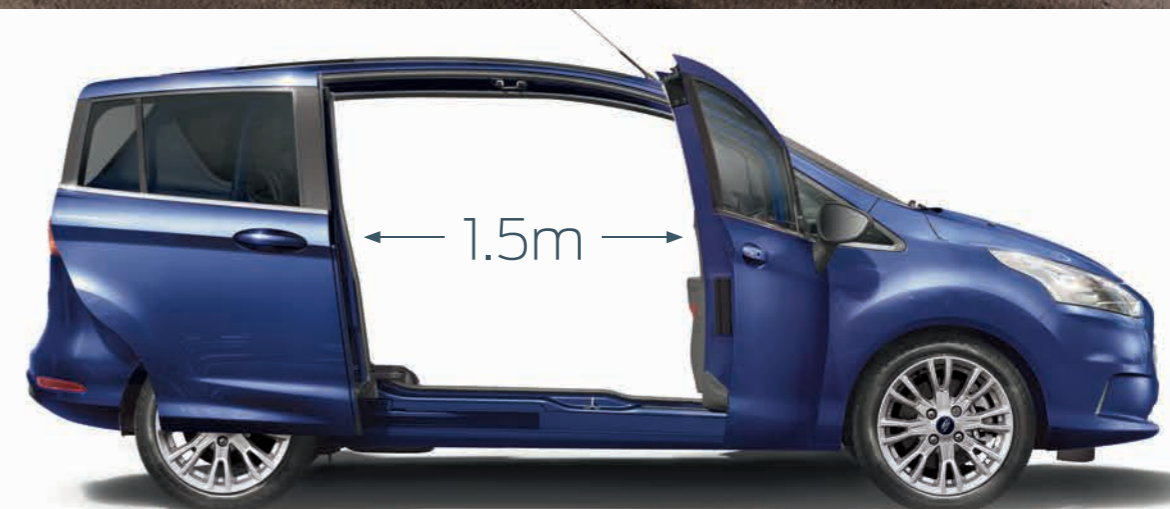
Access from ingenious design.

The unique Ford Easy Access Door System delivers new levels of convenience, access and flexibility. It features conventional, hinged front doors and rear sliding doors, combined in a new body design. This integrates the traditional central pillar structure into the front and rear doors, rather than forming part of the body shell itself.



Maximum access from three sides

Opening the front and sliding rear doors gives you an unobstructed 1.5m-wide aperture on each side, making it easier to enter or exit the rear seats, attend to children in child seats, or load and unload shopping.

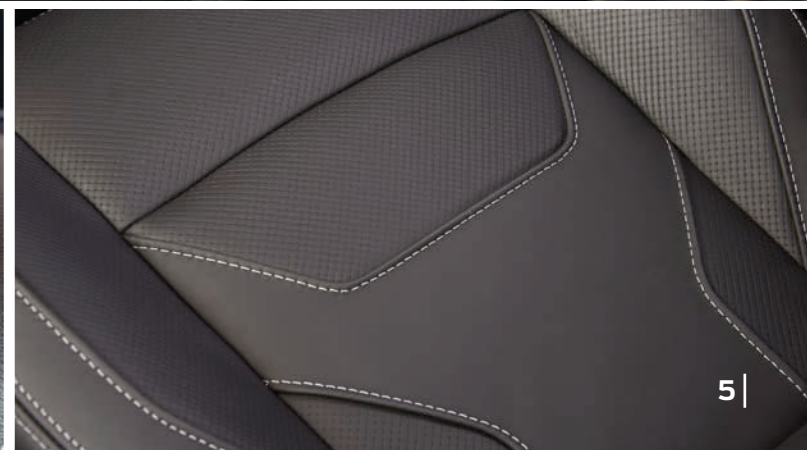


Enjoy a better view.

The high seating position gives you a commanding view of the road, while the full-length panoramic glass roof makes the interior bright and airy (standard on Titanium). Thoughtful details and craftsmanship have resulted in an interior designed to lift your mood. High-quality materials and attention to detail are defining characteristics of the **B-MAX**.



International vehicle shown. South African spec will vary. Leather seats are a combination of leather and high-quality, durable materials.



Find extra pleasure in the small details.

The B-MAX is packed with ingenious features, from its unique door concept to the SYNC® in-car connectivity system with 4.2-inch colour screen.



Use your voice like another pair of hands.



Ford SYNC®

SYNC® is one of the most exciting in-car technologies Ford offers. It keeps you connected to your world through full-featured operation of your phone and digital music players, using only voice commands. SYNC® listens and is ready to do what you tell it to, such as calling family and friends just by saying their name, answering incoming calls and reading aloud incoming SMS text messages* from compatible mobile phones. It works with iPod® and USB flash drives, to play music the way you want. You can ask to hear a specific artist, album or track, using simple voice commands. All while your hands stay safely on the steering wheel and your eyes on the road.

*Text-messaging feature is phone-dependent. Visit ford.co.za/sync to check device compatibility.



Ford MyKey®

Ford MyKey® is an innovative, programmable feature that encourages safer driving. Ford MyKey® lets you tailor car settings to suit individual users. These settings include speed-limit reminders and maximum audio volume. You can also prevent deactivation of driver assistance features where fitted. Ford MyKey® settings are automatically activated each time MyKey® is used.

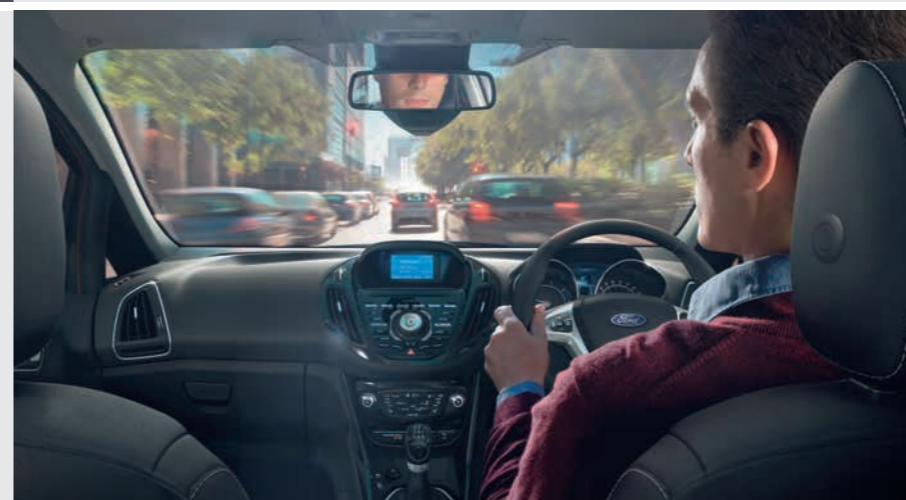
Standard on Trend and Titanium.



Rear-view camera

Select reverse gear, and the rear-view camera comes on automatically in the central display, allowing you to see objects behind your car.

Standard on Trend and Titanium.



Electric Power-Assisted Steering (EPAS) that uses less power

The B-MAX has Electric Power-Assisted Steering (EPAS) that automatically adjusts to suit the situation. So if you're driving in the city at low speeds, or parking, the system makes wheel turns feel lighter and easier to give you greater manoeuvrability. And at higher speeds (on the highway, for example) it will make the steering firmer to give you greater control and confidence. This innovative EPAS only activates when needed, so it uses less energy, further improving fuel economy.



Cruise control

Steering-wheel-mounted controls for extra comfort and convenience.

Standard on Trend and Titanium.



Tyre pressure monitoring system

Alerts you if it detects that a tyre's pressure is too low, such as in the case of a puncture.



Maximum grip for greater control

Torque Vectoring Control reacts to the road surface 100 times per second. Using this information, it repeatedly balances the amount of power and braking delivered to each of the two front wheels. This maximises grip and sharpens handling, helping you round corners and over undulations in the road. Torque Vectoring Control is a cutting-edge technology that comes as standard.

EcoBoost. The story of LESS FUEL, MORE POWER.

With the turbocharger, direct injection and diamond-like coating on the piston ring, the Ford EcoBoost engine produces the same performance as a larger engine, but with superior fuel economy and lower emissions.

More power. Less fuel. Lower emissions.

With the help of Ford ECOnetic technology, the B-MAX's latest engines are remarkably fuel-efficient. EcoBoost is designed to increase economy and reduce CO₂ emissions by about 20%, without compromising the joy of driving.



EcoBoost =
more power +
better fuel economy

As well as generating more power compared to conventional engines, EcoBoost power units improve fuel efficiency and CO₂ emissions by as much as 20%.



Safe

Maximum safety. Maximum peace of mind.

The B-MAX offers seven state-of-the-art airbags with driver and front seat passenger airbags, a driver's knee airbag, as well as 3D thorax side airbags and curtain airbags that run the entire length of the cabin.

Intelligent Protection System (IPS)

The B-MAX's advanced Intelligent Protection System (IPS) uses a range of sophisticated technologies designed to help keep you protected, including an ultra-high-strength steel safety cage, Electronic Stability Programme (ESP) with Anti-lock Braking System (ABS) and Emergency Brake Assist (EBA).

The B-MAX IPS includes:

1. Driver and front passenger airbags with passenger airbag deactivation switch.
2. Driver and front passenger side-impact airbags and knee airbags.
3. Collapsible steering column for optimised energy absorption and protection of driver's legs.
4. Side curtain airbags for both front and outer rear passengers.
5. Robust computer-optimised body structure with ultra-rigid safety cell and crumple zones.
6. Advanced lap and diagonal inertia reel seatbelts on all seats. Pre-tensioners and load-limiting retractors on front seats.
7. ISOFIX child-seat mountings on outer rear seats.
8. Anti-submerging seat bases reduce the tendency to slide beneath the seatbelt in a severe frontal collision.

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



International vehicle shown. South African spec will vary.

Easy Fuel capless refuelling system

Using Ford's Easy Fuel system, it's hard to fill up with the wrong fuel. Why? Because the correct fuel nozzle for your car is the only one that will fit. Another great thing about this system is that it's structured in a way that prevents unauthorised access or theft of fuel.



Relentless testing

During its development, we test-drove the B-MAX the equivalent of 87 times around the globe. It's a car you can rely on, right down to the smallest ball bearing.



Integral safety and strength

The B-MAX's body includes 55% high-strength steel and 26% ultra-high-strength boron steel. This makes it lighter, stronger and stiffer – and an immensely rigid base upon which to attach the Ford Easy Access Door System. When closed, the front and rear doors overlap to create a rigid strengthening pillar, preventing them from opening in a side impact.

Interior and exterior images may differ on local specification.

Bring the outside inside.



Sky-high view

The full-length panoramic glass roof delivers a bright, airy interior. A Solar Reflect coating helps keep the interior cool.

Panoramic glass roof standard on Titanium.



More flexibility.

Try one of the many seat-folding combinations. The clever use of space offers you surprising versatility. Fold-flat front-passenger and rear seats provide a 2.35m-long cargo space.

Truly usable space

Seven different seat-folding combinations, a generous 2.35m maximum load length and an adjustable luggage compartment ensures the B-MAX is ready for all kinds of cargo.



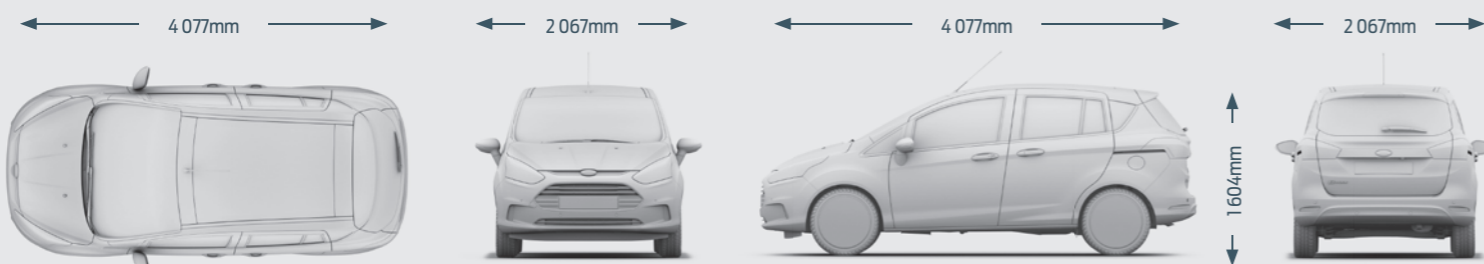
Adjustable load floor can be set higher to create a flatter loadspace with lowered rear seats and allows items to be stored out of view.



Adjustable floor can be removed completely or, as shown here, set low to create a deeper luggage compartment space.



A seating system you can reconfigure to suit you. You can create a large loadspace by folding down the rear seats – and you only need to use one hand. Simply pull a handle in the rear seatback and lower the two sections (in a 60:40 split) individually.



Everything in its place

With additional storage options, comfort and convenience comes standard with the B-MAX.



Make it yours.

Choosing the colour and trim for your **B-MAX** is an opportunity to personalise your selection.

Colours



Burnished Glow
(Metallic*)



Blazer Blue^o
(Solid)



Deep Impact Blue
(Metallic*)



Race Red^o
(Solid)



Red Rush
(Metallic*)



Shadow Black^o
(Metallic*)



Magnetic
(Metallic*)



Frozen White^o
(Solid)



Moondust Silver^o
(Metallic*)



Tectonic Silver^o
(Metallic*)

All colours available on Trend. ^oAvailable on Ambiente. ^oBlazer Blue not available on Titanium. *Metallic body colours are options at extra cost.

Note: Colour shown on specification document may differ in appearance from the actual colour of the vehicle due to the varied display capabilities of this document. The colours shown may not be available at the time of order due to stock availability and/or discontinuation of range by the supplier. All colour changes will be communicated to the Dealer Network.

Wheels



15" Steel wheel - 215/60 R16
Standard on Ambiente



15" Alloy wheel - 205/55 R16
Standard on Trend



15" Alloy wheel - 205/55 R16
Standard on Titanium



FORD CREDIT

As part of the Ford family, Ford **CREDIT** can offer a number of unique finance options to make owning a new or used vehicle affordable and simple. For more information regarding Ford **CREDIT**, speak to your Ford Dealer or go to www.ford.co.za/buying/ford-credit/home



FORD PROTECT

Genuine parts. Genuine service.

Enjoy years of trouble-free motoring and preserve the value of your new Ford by fitting only genuine Ford parts and accessories. Servicing your new Ford at a Ford Dealer will also protect you and your vehicle warranty.



Business and Commercial Fleet Customers.

The Ford portfolio of products is growing rapidly to meet your business needs.

Please contact your local Ford Dealer for more information
or visit our website www.ford.co.za/fleet
or alternatively email us at fleetsa@ford.com.

Ford PROTECT

Ford PROTECT offers a holistic suite of service, maintenance, warranty and roadside-assistance products aimed at keeping your new **B-MAX** in perfect working condition.

New Vehicle Warranty – Every new **B-MAX** comes with a 4-yr/120 000km Comprehensive Warranty.

Service Plan – Every new **B-MAX** comes standard with a 4-yr/60 000km Service Plan which covers all scheduled servicing except friction materials, i.e. brake pads and wiper blades.

Corrosion Warranty – 5-yr/unlimited km cover.

Roadside Assistance – 3-yr/unlimited km cover for mechanical, electrical, flat tyres, batteries, medical emergencies and towing, if needed, to the nearest Ford dealership.

New Vehicle Extended Warranty – An Extended Warranty may be purchased prior to the expiry of the 4-yr/120 000km New Vehicle Warranty, giving owners an extra 2-yr/80 000km of worry-free driving.

Consult the vehicle handbook, a Ford Dealer or www.ford.co.za for more information regarding Ford PROTECT plans.

**The declared fuel consumption and CO₂ emissions figures were achieved during technical laboratory testing in accordance with the legislated technical specifications (SANS 20101: 2006/ECE R101: 2005 as last amended) and validated and approved by the UK Vehicle Certification Authority (VCA). Fuel consumption and CO₂ emissions figures are used to compare different vehicle types under uniform conditions, and are not necessarily indicative of real-life driving conditions. Note that the actual fuel consumption and emissions levels will depend on many factors and are directly affected by the length of the journey; number of passengers and the amount of luggage carried; individual driving style; road conditions; weather conditions; vehicle age, mileage, condition and standard of maintenance; use of vehicle features such as air conditioning; and any modifications to the vehicle. Your fuel economy will vary based on these and other factors and, for these reasons, many drivers may not achieve the EU fuel economy figures in day-to-day driving, although the vehicle is technically capable of doing so.



Quality

We design and build your Ford to feel as good after many years of service as it did the day you picked it up. And to drive just as beautifully too.



Green

Using advanced Ford technology, we're committed to creating vehicles with improved fuel economy, reduced CO₂ emissions and a lower overall cost of ownership.



Safe

Ford's Intelligent Protection System uses sophisticated technology designed to help prevent an accident and, if one should happen, to protect you.



Smart

Vehicles with smart intuitive technologies designed to connect your world, and many clever solutions from Ford that make life a little easier.

