

FORD'S FUTURE PASSENGER MODELS



Ford President and CEO Alan Mulally was the lead speaker in Amsterdam for a gathering of over 3,000 European Ford dealers and international press to announce the coming models in the Ford line-up. Passenger, sporting and commercial vehicles all featured but on the passenger front the event saw the debut appearance of the all-new global Mondeo revealing its sleeker design and high levels of interior craftsmanship.

Built on Ford's global CD-segment platform, the refined new version of the Ford flagship will be available as a five-door and wagon – uniquely developed for Europe – as well as a four-door that will also be offered as segment-first petrol Hybrid Electric Vehicle (HEV).

It will be the first car in its segment equipped with a 1.0-litre powertrain, the 2012 “International Engine of the Year” 1.0-litre EcoBoost petrol engine, to deliver expected best-in-class fuel economy.

“This is the most premium Mondeo we've ever built and the most premium vehicle Ford's loyal European customers have ever been offered,” said Barb Samardzich – Vice President, Product Development, Ford of Europe. “It raises the bar in its segment in terms of style, technology and quality.”

The low roofline of the all-new model enhances the sports coupe profile while retaining a spacious and practical interior, and incorporates a retractable panoramic glass roof for the estate bodystyle. The lean side-profile is sculpted to convey “visual lightness”, while the front end design features Ford's new, more prominent trapezoidal grille, a power-dome bonnet and segment-first adaptive, full LED headlamps. These are quicker to illuminate, more durable and more energy-efficient than traditional filament bulb headlamps. They also turn with the steering and adapt beam projection to vehicle speed – providing a greater depth of illumination at high speeds and a wider field of vision at slower speeds.



The interior is said to deliver unprecedented levels of ergonomics and comfort, with superior craftsmanship throughout. Soft-touch materials, premium finishes and equipment contribute to the most premium Mondeo experience ever.

The all-new four-door Mondeo HEV is Ford's first hybrid passenger car for Europe, and combines a specially-developed 2.0-litre petrol engine with a 35kW lithium-ion battery to provide high fuel economy and low CO₂ emissions. For the first time on Mondeo, a diesel all-wheel drive variant will be offered.



This latest model will also offer segment-first SYNC with MyFord Touch - a voice-activated in-car connectivity system that delivers an eight-inch colour touchscreen and the ability to act as a WiFi hotspot for up to five devices.

SYNC with MyFord Touch will enable drivers to keep their hands on the wheel and eyes on the road while controlling phone and media player functions from connected devices, as well as the vehicle's climate control, radio and CD-player, and navigation system, using voice commands.

The car also sees the European debut of Ford's rear inflatable seatbelts. These are designed to reduce head, neck and chest injuries for rear-seat passengers. In the event of an accident the belt rapidly expands to disperse crash forces across a body area five times greater than that achieved by a conventional seatbelt.

The new version of the best-selling Fiesta was also debuted showing a sharper design and a host of exclusive technology features. Sharing its technologies with the Mondeo, it features the Ford SYNC system, Active City Stop and the European debut of MyKey. It will also be equipped with the 1.0-litre EcoBoost petrol engine to deliver expected best-in-class fuel economy.

"Fiesta has been one of the world's best-loved small cars across five decades, and the sporty appeal of the last generation Fiesta inspired real passion among global compact car customers, contributing to its status as the world's most successful small car," said Martin Smith, Ford of Europe executive design director. "We had to keep that vital part of Fiesta's make-up - but we also wanted to give it a more sophisticated look."

The new Fiesta will also feature the European debut of segment-first MyKey, which will enable parents in particular to encourage safer driving and limit their teenager's exposure to risk at the wheel. The system allows owners to use a second key to configure maximum speed and audio volume limits. It also mutes audio until seat belts are fastened and ensures driver aids, safety systems and more vigorous alerts cannot be deactivated when used.

Expanding the passenger carrying possibilities, the new Tourneo brand was also introduced at the event. The new people mover range, offering active families a compelling blend of space, versatility and comfort, will be spearheaded by the all-new Tourneo Connect which joins the larger Tourneo Custom model in the revitalised line-up.

"Ford's Tourneo line-up is undergoing a radical transformation, led by the stylish new Tourneo Connect and with more exciting



product to come,” said Barb Samardzich, vice president Product Development, Ford of Europe.

“These are good-looking, versatile and well-equipped vehicles that families, professional drivers and those looking for space to stow bikes, and even fishing equipment, will choose for their practical virtues and enjoy for their do-it-all spirit and attractive design.”

Available in a choice of two capable and versatile models – the five-seat Tourneo Connect and the seven-seat Grand Tourneo Connect – the new vehicle offers outstanding practicality for active families or professional chauffeurs, with sliding rear doors, highly-flexible seating and a host of useful stowage areas.

The new model range will also target best-in-class fuel economy by offering a choice of efficient downsized diesel and petrol engines. The new addition will go on sale in Europe and North America in 2013.