



Puma ST Special Edition: help from fans needed!

- Ford is for the first time calling on performance car fans to help create a special edition version of the Puma ST by voting for their favourite specification via social media
- Twitter and Instagram users given the power to decide key elements such as exterior colour, interior finishes and body decals as well as choosing the name
- Innovative initiative will result in a final vehicle will be available to purchase in limited numbers later this year

COLOGNE, Germany, June 1, 2021 – In an adventurous take on human centred design, Ford is giving enthusiasts across Europe an exclusive opportunity to help create a new Ford Performance model.

The company today announced a new Puma ST special edition will be developed in collaboration with fans via an innovative series of online polls.

Marking the first time Ford has enabled customers to vote on the design of a vehicle that will actually go into production, Twitter and Instagram users will between June 1 and June 10 be given the chance to choose a range of design features for the limited-run version of the first Ford Performance SUV ever offered in Europe.

The winning choices will be turned into reality in the final specification for the Puma ST special edition, which will be built at Ford's Craiova manufacturing facility, Romania, and available to purchase later this year.

By placing their votes in polls at Ford's Twitter and Instagram channels in markets across Europe, Ford fans can decide the colour combinations of elements including the model's paint, decals, brake callipers and seatbelt stitching, as well as choosing between a badged or de-badged exterior. In addition, the name of the special edition model will be decided by the fans.

Participants will be able to choose from alternatives for each element, with each vote open for 24 hours. The final specification and name of the Ford Puma ST special edition will be revealed on June 18.

"We know our Ford Performance fans want their vehicles to look as good as they drive, and there's no better way to discover what our performance customers love most than to put them in the driver's seat and let them make key decisions about the appearance of our new Puma ST special edition," said Amko Leenarts, director, Design, Ford of Europe. "This is human centred design in action, and we can't wait to see how the final version turns out. It's going to be a huge thrill to see the real thing out on the road."

Launched in late 2020, the Puma ST introduces acclaimed Ford Performance driving dynamics to the innovative Ford Puma compact SUV and is powered by a 200 PS 1.5-litre EcoBoost petrol engine for 0-100 km/h acceleration in 6.7 seconds. ¹

Sports Technologies include selectable Drive Modes including Sport, Track and Eco,² as well as a unique-in-segment limited-slip differential option, patented force vectoring springs and unique suspension and steering specifications for exceptional cornering responses.

Ford and its Team Fordzilla esports team also last year unveiled the [Team Fordzilla P1 concept](#), designed with collaboration between the company's designers and the gaming community.

Almost 250,000 fans voted on Twitter to choose elements including seating position, cockpit style and drivetrain to create the ultimate virtual race car. The final design was turned into a full-size replica for an [online reveal](#).

#FordPumaST

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¹ Ford Puma ST 200 PS 1.5-litre EcoBoost petrol homologated CO₂ emissions 155 g/km and fuel efficiency 6.8 l/100 km WLTP.

The declared WLTP 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. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

² Driver-assist features are supplemental to and do not replace the driver's attention, judgement and need to control the vehicle.

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About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 43,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 55,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 14 manufacturing facilities (10 wholly owned facilities and four unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

Ford in Belgium & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 390 employees.

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