



Designed by Fans, for Fans: Puma ST Gold Edition

- Ford reveals the name and winning specification of the new Puma ST Gold Edition with key design features chosen by enthusiasts via a series of online polls
- More than a quarter of a million votes cast on Ford's Twitter and Instagram channels as fans opt for design including black paint, exterior decals and red brake callipers
- Puma ST Gold Edition will be produced in limited numbers with deliveries to commence towards the end of this year

COLOGNE, Germany, June 18, 2021 – The results are in. Following an innovative experiment in human centred design, Ford today revealed the winning specification of the new Puma ST Gold Edition that will be available to order in limited numbers from later this year.

Ford fans cast almost 275,000 votes in a series of polls on the automaker's Twitter and Instagram channels over the course of 10 days, choosing the colour combinations of elements including the model's paint, decals and brake callipers – as well as deciding its name.

As a result, the first-ever Ford Performance model to feature crowd-sourced design will have the following features:

Poll	Winning option	Losing option
Exterior Paint	Black – 56 per cent	Grey
Brake Callipers	Red – 74 per cent	Black
Seatbelt Stitching	Grey – 87 per cent	Black
Exterior Decals	Lines – 74 per cent	Stripes
Exterior Badging	ST Badges – 79 per cent	No badges
Scuff Plates	Puma – 53 per cent	Ford Performance
Pride Plate	ST – 55 per cent	Puma
Name	Puma ST Gold Edition – 59 per cent	Puma ST 24K Edition

The results of each poll were collected from individual markets across Europe in addition to Ford of Europe's central channels before being collated to reach an overall winner.

“To create something truly special for our loyal performance fans, we've moved to a forward-looking approach in co-creating the Puma ST Gold Edition with them. The number of votes cast shows just how enthusiastic our customers are – and that they have excellent taste,” said Amko Leenarts, director, Design, Ford of Europe. “It's all in the details, and with this special edition, our fans have configured a truly desirable product.”

The Puma ST Gold Edition will be powered by a 200 PS 1.5-litre EcoBoost petrol engine for 0-100 km/h (0-62 mph) acceleration in 6.7 seconds.¹ Advanced, 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. Deliveries will commence towards the end of this year.

Ford and its Team Fordzilla esports team last year [created the Team Fordzilla P1 concept](#) using a similar approach, with collaboration between the company's designers and the gaming community.

#FordPumaST

#

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.

###

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at 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 & Luxembourg

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

###

Contact:

Jo Declercq – Directeur Communications & Public Affairs – 02.482.21.03 – jdecler2@ford.com

Julien Libioul – Press Officer – 02.482.21.05 – jlibioul@ford.com