



## Ford announces next-gen Ranger reveal date



**DUNTON, UK, Nov. 1, 2021** – Ford Motor Company will reveal the much-anticipated next-generation Ford Ranger pick-up on November 24.

Ford has reimagined, redesigned and reengineered the Ranger to be the smartest, most versatile and most capable Ranger ever for customers in more than 180 markets around the world. Ford conducted more than 5,000 interviews and worked with hundreds of pick-up owners, in dozens of workshops across the globe to find out how owners used their trucks, what they liked, what they wished it had and what experiences mattered the most to them.

This customer-centric approach helped Ford design and engineer solutions with the next-generation Ranger that customers wanted and would appreciate.

With a rugged new look, and a host of new features that boost productivity, capability and versatility, the next-generation Ranger is designed to go more places, work harder and offer more comfort and refinement than ever before.

Discover the next-gen Ranger on November 24, streaming live from 08:00 CET at <https://www.youtube.com/c/FordEurope>

Until then, enjoy a sneak peek here of the design process with the next-generation Ranger's Chief Designer Max Tran, who reveals how thousands of owner insights from around the world helped influence the truck's design and many of its key features.

## Quotes

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"As designers, we engaged with customers much earlier in the process, spent more time with them and got more insights than ever before."

"Interestingly, we found that no matter what market, our customers are doers. They like solving their own problems, and they like to feel confident in their truck ... not just the way the vehicle functions but the way they feel when they're driving it."

– **Max Tran**, Chief Designer, Ranger

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### **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](http://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.*

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