



## Ford Kuga Plug-In Hybrid is Europe's Best-Selling PHEV. Now Available with Black Package and Comfort Seat Option

- Kuga is Europe's best-selling plug-in hybrid (PHEV) so far in 2022, outselling its nearest rival by more than 28 per cent in the first half of the year
- New available Kuga ST-Line X Black Package features a black roof, black exterior detailing and all-black 20-inch alloy wheels, with a choice of exterior colours
- Available Ford-developed comfort seats certified by leading spinal health organisation AGR for improved comfort and support

**COLOGNE, Germany, Oct 12, 2022** – The Ford Kuga Plug-In Hybrid <sup>1</sup> SUV was the best-selling plug-in hybrid (PHEV) of any brand across all European markets in the first half of 2022.<sup>2</sup>  
<sup>3</sup>

Building on its success as Europe's best-selling plug-in hybrid of 2021,<sup>2,3</sup> more than 23,000 Kuga Plug-In Hybrids have reached customers already this year, selling over 28 per cent more than the next best-selling PHEV.<sup>3</sup>

Ford today also announced the introduction of the Kuga ST-Line X Black Package featuring a number of visual upgrades, as well as the availability of a new comfort seat option.

"We know many of our customers looking to move out of a conventional petrol or diesel car may not be ready to commit to a fully-electrified vehicle, and the fact that the Kuga Plug-In Hybrid is the best-selling PHEV in Europe proves that it is the right choice for many of those customers," said Glen Goold, Ford Kuga vehicle line director. "Cars like the Kuga Plug-In Hybrid are a crucial part of Ford's commitment to an electrified future."

The Kuga Plug-In Hybrid's intelligent powertrain provides flexibility for customers, with an all-electric overall range of 57-67 km WLTP and all-electric city range of 71-88 km WLTP allowing frequent journeys on electric power alone. Energy consumption from 14.4-15/9 kWh/100 km WLTP is also lower than key competitors.<sup>4</sup>

Customers also benefit from the range and flexibility of a petrol-powered vehicle, with electric power supplementing the vehicle performance. Drivers can leave the Kuga Plug-In Hybrid in EV Auto mode and it will operate in the most efficient way possible, delivering the best available fuel consumption whatever the driving scenario.

### **Black Package brings extra style and individuality to the Kuga range**

Available to order now, the Kuga ST-Line X Black Package delivers unique exterior design elements for a more dynamic and distinctive look.

Complementing the full range of exterior body colours for maximum visual impact, the Black Package adds to the sporty Kuga ST-Line X exterior a black-painted roof, and black-finished mirror caps, front fascia vents and rear spoiler. ST-Line badges and Kuga tailgate lettering are also finished in black, while black-painted 20-inch alloy wheels are standard.

### **New comfort seat option provides additional support for front seat occupants**

Kuga customers across the model line-up can now also specify a new comfort seat option that has been approved by leading spinal health organisation Aktion Gesunder Rücken e.V. (AGR), the Campaign for Healthier Backs.

Twelve-way adjustment allows the seat to adapt to the person in their sitting position rather than the person adapting their position to the seat, a requirement to obtain approval from AGR.

Seat height, length and inclination can all be adjusted along with four-way lumbar and four-way headrest adjustment to help occupants of all shapes and sizes find a comfortable seating position.

AGR accreditation is awarded by an independent testing committee of experts from various medical fields, committed to helping customers choose back-friendly products. Lower back pain is a leading cause of disability globally, and one study found that 63 per cent of drivers suffered with back pain that interfered with daily activities.<sup>5</sup>

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<sup>1</sup> Kuga Plug-In Hybrid homologated CO2 emissions 21-30 g/km WLTP, homologated fuel efficiency 0.9-1.3 l/100 km WLTP and pure electric driving range 57-67 km WLTP. CO2 emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets.

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.

<sup>2</sup> Ford of Europe reports sales for its 20 European traditional markets: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland.

<sup>3</sup> According to data reported by JATO Dynamics, [www.jato.com](http://www.jato.com)

<sup>4</sup> According to Ford analysis.

<sup>5</sup> [https://www.ijsr.net/get\\_abstract.php?paper\\_id=ART20194108](https://www.ijsr.net/get_abstract.php?paper_id=ART20194108)

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