



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 ¹ SUV was the best-selling plug-in hybrid (PHEV) of any brand across all European markets in the first half of 2022.²
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Building on its success as Europe's best-selling plug-in hybrid of 2021,^{2,3} 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.³

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.⁴

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.⁵

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¹ 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.

² 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.

³ According to data reported by JATO Dynamics, www.jato.com

⁴ According to Ford analysis.

⁵ https://www.ijsr.net/get_abstract.php?paper_id=ART20194108

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About Ford Motor Company

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relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit 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 35,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 54,000 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 (eight wholly owned facilities and six 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.

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Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.

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