



New Ford Kuga Graphite Tech Edition delivers exclusive design and advanced driving systems as standard

- Ford introduces a new Kuga Graphite Tech Edition combining unique visual upgrades with latest generation driver assistance technologies
- Exclusive Grey Matter exterior paint complemented by new 19-inch alloy wheel design finished in gloss black, with option to add striking Black Package
- Comprehensive tech package includes Adaptive Cruise Control, Blind Spot Information System, head-up display, LED headlights and Active Park Assist

COLOGNE, Germany, April 25, 2023 – Ford today announced a strikingly-styled and highly-specified new version of the sleek and spacious Kuga SUV.

The new Kuga Graphite Tech Edition¹ introduces Ford's head-turning Grey Matter exterior colour option to the Kuga line-up for the first time, and features as standard the SUV's most in-demand advanced driver assistance systems² for ultimate convenience whether parking hands-free in town or automatically keeping pace with traffic on the highway.

The distinctive new variant also offers customers a choice from the full range of Kuga powertrains including the Kuga Plug-In Hybrid¹ – the best-selling PHEV in Europe in 2021 and 2022³ – as well as Kuga Hybrid, EcoBlue diesel and EcoBoost petrol variants.

Manufactured at Ford's assembly facility in Valencia, Spain, the Kuga Graphite Tech Edition is available to order in markets across Europe from today, with first customer deliveries from June.

"There's a host of reasons why Kuga is such an important and successful part of our line-up, including a choice of power options that includes our top-selling Plug-In Hybrid, sporty looks and a state-of-the-art driving experience," said Jon Williams, general manager, Ford Blue, Europe. "Now we've made it an even more attractive choice for SUV buyers, with its most head-turning styling yet and our most popular driving tech as standard."

Grey Matter for smart buyers

Grey is on trend with car buyers in Europe, accounting for 27 per cent of new car sales as the most popular colour choice in the region in 2022.⁴ Available within the Kuga line-up only for the Kuga Graphite Tech Edition, Grey Matter delivers a bold contrast with the model's exclusive multi-spoke, 19-inch alloy wheels finished in gloss black.

The new variant also delivers as standard the Styling ST-Line Pack, comprising a large rear spoiler and red-painted brake callipers for the exterior, as well as alloy pedals and scuff plates inside – combining for sporty appeal. Customers also have the option to specify the

Black Package, which delivers striking black finishes for the roof, gloss mirror caps, front fascia vents and rear spoiler – as well as 20-inch gloss black alloy wheels.

Driver assistance as standard

Almost 50 per cent of all new Kugas in 2022 were ordered with the Driver Assistance Pack, up from 40 per cent in 2021. The suite of technologies is designed to make driving less demanding with systems that can automatically keep pace with highway traffic, warn of vehicles in the driver’s blind spot, automatically adjust the maximum speed according to posted speed signs, enable hands-free parking manoeuvres and more.

Also standard is the Technology Pack, helping drivers see the road clearly with LED headlamps that can automatically limit glare for other road users, and a fighter jet-style head-up display that helps drivers keep their eyes on the road by placing information such as vehicle speed and navigation instructions in their line of vision.

Kuga Driver Assistance Pack	Front camera; Adaptive Cruise Control with Traffic Sign Recognition (with Stop & Go for EcoBlue automatics); Blind Spot Information System (BLIS); Intelligent Speed Assist (ISA); driver impairment monitor; Active Park Assist (Active Park Assist 2 for EcoBlue automatics where the vehicle controls accelerator, gearshift and braking); door edge guards
Kuga Technology Pack	Full LED quad projector headlamps with Glare-Free High Beam; head-up display

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¹ Ford Kuga (exc. PHEV) homologated CO₂ emissions 124-170 g/km WLTP, homologated fuel efficiency 5.4-7.2 l/100 km WLTP.

Ford 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 Driver-assist features are supplemental and do not replace the driver’s attention, judgement and need to control the vehicle. It does not replace safe driving. See owner’s Manual for details and limitations.

³ Data provided by JATO Dynamics and IHS Markit.

⁴ <https://www.axalta.com/content/dam/New%20Axalta%20Corporate%20Website/Images/Color/axalta-2022-global-automotive-color-popularity-report.pdf>

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Ford, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its wholly owned facilities and consolidated joint ventures and approximately 54,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.

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