



Ford introduces exclusive Black Package for Kuga SUV

- Exclusive new Black Package can add stealthy or striking style to high specification Kuga ST-Line X series
- Includes Ford Performance 20-inch black multi-spoke alloy wheels as standard, contrasting with sporty red brake callipers
- Black front fascia “blades”, black door mirror surrounds and a black painted roof are available with all Kuga body colour options

COLOGNE, Germany, May 2, 2025 – Ford today announced the introduction of a stylish new design pack for the Kuga SUV.

The distinctive Black Package is available exclusively on Kuga ST-Line X models and offers unique exterior design elements that can complement or contrast with Kuga body colours for a personalised look.

Darkened details include Ford Performance 20-inch alloy wheels that make a bold, sporty statement while complementing Kuga’s sleek, muscular design – and create an eye-catching contrast with the standard red painted brake callipers.

The Black Package also adds a black finish to the lower front bumper “blade” inserts that are unique to the ST-Line X series, and a matching black finish for the door mirror surrounds. A black painted roof completes the look.

The exclusive new design pack is available in combination with all six Kuga body colours – Frozen White, Agate Black, Solar Silver, Bursting Green, Desert Island Blue and Magnetic – giving customers the opportunity to complement or contrast to suit their sense of style.

“The new Black Package for our reinvented Kuga means customers can put their own twist on SUV styling and create a personalised look that is either monochromatic or with a striking contrast depending on the colour combination,” said Jon Williams, general manager, Ford Blue, Europe. “Whatever the choice, 20-inch black alloy wheels, a black roof and red brake callipers combined with Kuga’s sleek and muscular looks are sure to turn heads.”

The Kuga SUV is offered with a powertrain line-up that includes EcoBoost petrol, self-charging hybrid (FHEV) and a plug-in hybrid (PHEV) capable of up to 69 km pure-electric driving,¹ alongside seamless connectivity and a comprehensive range of advanced driver assistance systems.

The Kuga ST-Line X Black Package is available to order now.

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¹ Kuga PHEV homologated CO₂ emissions 20-28 g/km, homologated fuel efficiency 0.9-1.2 l/100 km and homologated pure electric driving range 60-69 km WLTP.

Kuga Hybrid homologated CO₂ emissions 121-146 g/km and homologated fuel efficiency 5.3-6.4 l/100 km WLTP.

Kuga 1.5-litre EcoBoost Hybrid homologated CO₂ emissions 144-163 g/km and homologated fuel efficiency 6.3-7.2 l/100 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.

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