



## A Capri Fit for ‘The King’

- Eric Cantona, the face of the Ford Capri launch campaign, joins forces with Ford Design to create a Capri befitting the legendary footballer known as “King Eric”
- The all-electric Ford Capri features a host of custom design details influenced by Cantona’s illustrious career and larger-than-life personality
- The Capri’s interior makes humorous reference to moments of Cantona notoriety, including a tongue-in-cheek quote and a silhouette of a famous ‘kick’

**COLOGNE, Germany, May 13, 2025** – Ford revealed a unique Ford Capri <sup>1</sup> that blends the iconic style and persona of the new all-electric SUV with that of another icon – football legend Eric Cantona.

Ford partnered with Cantona for the new Capri’s launch campaign, and to celebrate its success the legendary footballer collaborated with the Ford Design studio to create a one-off Capri.

Featuring a host of design details and unique features that draw on the status, style and humour of the former French international footballer, this unique Capri is a car that could only be driven by one man.

Built to an exacting specification with custom-made elements, the one-of-a-kind Capri was presented to Cantona at a ceremony at Ford France headquarters by Louis-carl Vignon, president, Ford France, Thomas Morel, exterior design manager, Ford Europe, and attended by employees of Ford France.

### Building a legend

A select group from the Ford Design team including Thomas Morel, exterior design manager for Capri, met with Eric Cantona to discuss ideas and concepts before work began on creating the unique vehicle. Several concepts were created by the team, drawing on Cantona’s playing career but also his maverick nature and creative spirit.

Starting with a Capri RWD Extended Range, the exterior is finished in eye-popping Signal Orange, an historic Ford colour used on many vehicles in the 1970s including the Mark III Capri.

Along each side is a segmented gloss black stripe culminating in the number seven, the shirt number Cantona wore for five seasons playing in England, with a pair of gloss black racing stripes running nose to tail. The front wing features the signature of Eric Cantona and the Ford Design logo also in gloss black.

To ensure a flawless finish, the entire vehicle was stripped to a bare shell before painting, with the stripes, signature and logo masked out and painted on before layers of clearcoat for a precise and lustrous result.

A one-off gloss black rear spoiler was also added to highlight both Cantona's and the Capri's sporting credentials, with the lower section of the front bumper and the "CAPRI" script on the upper bumper also finished in gloss black. Twenty-one-inch alloy wheels are finished in black with dark silver paint on the outer rim to highlight the layered effect of the design.

Another subtle reference to Cantona's legendary status appears on the rear pillar, which features a discreet 3D badge in the shape of a crown – a nod to Cantona's "King Eric" nickname.

While the exterior honours Cantona's playing career, the interior was created to reflect his mischievous personality. In the central MegaConsole a removable cover was created to sit above the cupholders. 3D printed and finished in polished Plexiglas, it contains the quote delivered by Cantona in the build up to the launch of Capri: *"When a goat follows his hero in his car, it's because the ruler on the racetrack returns. The Legend is back."* The script is picked out in Signal Orange and is backlit to illuminate with the cabin lighting.

The front headrests also feature a humorous reference to Cantona's most infamous moment on the football pitch – a silhouette of the international headline-grabbing "kung fu kick" he delivered while playing in England, stitched into the fabric.

The seats feature Feeltek Luxury Grain trim with orange stitching and Signal Orange twin stripes echoing those on the exterior. Custom floor mats are edged in nubuck with orange stitching, while the steering wheel was retrimmed in leather with the central spoke painted Signal Orange.

### **A match made in heaven**

Cantona was chosen as the ideal ambassador for the unveiling of the new Capri, appearing in a series of viral videos, social media posts and attending media events – one legend revealing the return of another.

"Our all-electric Capri delivers style and swagger – just as Eric did on the football pitch – so this was the perfect opportunity to create an extra special version that is uniquely Cantona," said Amko Leenarts, Design director, Ford Europe. "Capri is bursting with rebellious spirit. That's why it's the perfect match for 'the King'."

"True joy comes from expression, whether that is on the football pitch, on canvas or the stage," said Cantona. "This Capri reflects the many facets of Cantona – it deserves the title of 'Legend'."

“It was a pleasure to work with Eric in the lead up to the launch of the Capri, so it seemed appropriate that we celebrate this partnership by creating a special version that reflects his status, personality and mischievous spirit,” said Morel.

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<sup>1</sup> Up to 627 km driving range based on full charge of Capri RWD extended range. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to factors such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

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