



New Ford Ranger MS-RT PHEV and E-Tourneo Custom MS-RT infused with racing DNA to turn heads at work and play

- MS-RT versions of Ford's Ranger PHEV pickup and E-Tourneo Custom multi-activity vehicle unveiled with rally-inspired looks, energised performance and uncompromised versatility
- Ranger MS-RT PHEV introduces powerful, efficient plug-in hybrid powertrain for electric driving capability; unique interior with light-up seat badges; chassis and aero upgrades
- E-Tourneo Custom MS-RT provides flexible seating for eight alongside exclusive specification, computer-optimised aero exterior, sports interior and vibrant colour options

DUNTON, UK, Sept. 3, 2025 – Ford today reveals the new Ranger MS-RT PHEV pickup and E-Tourneo Custom MS-RT multi-activity vehicle, designed and engineered in a close collaboration between Ford's global team and the specialists at MS-RT – an offshoot of Ford's rally partner M-Sport.

Making their global debuts at the 2025 IAA Mobility event in Munich, Germany, the two new electrified MS-RT models follow hot on the heels of the [Ranger MS-RT and Transit Custom MS-RT van](#) launched in 2024. Like those successful models, Ranger MS-RT PHEV and E-Tourneo Custom MS-RT feature muscular body styling and unique specification to create ultimate street vehicles for owners who never sit still and businesses that want to make a real statement.

Ranger MS-RT PHEV is derived from the all-new Ranger PHEV – the first plug-in hybrid variant of the pickup that has been Europe's best-seller for the last 10 years.¹ Full Ranger towing, payload and off-road capability is standard and enhanced by more torque than any Ranger before, alongside EV-only driving capability.

E-Tourneo Custom MS-RT is based on Ford's electric E-Tourneo Custom multi-activity vehicle, delivering maximum flexibility and comfort for up to eight occupants. A comprehensive powertrain line-up also includes powerful and efficient plug-in hybrid and EcoBlue diesel Tourneo Custom MS-RT options.

"Ford has worked with MS-RT to infuse our no compromise Ford Pro vehicles with true motorsport DNA. The result is models like the new Ranger MS-RT PHEV and E-Tourneo Custom MS-RT – irresistible to customers who need flexibility for work and play, love the racing look and live an adventure-packed lifestyle," said Brendan Lyne, director, Marketing and Sales, Ford Pro Europe.

Both new MS-RT models are available to order through Ford dealers across Europe from later this year, with first deliveries expected during 2026. Ranger MS-RT PHEV and E-Tourneo Custom MS-RT will be on show at IAA Mobility from September 8-14.

Ranger PHEV get the MS-RT treatment

With 281 PS and 697 Nm of torque² meaning more pulling power than any previous production Ranger, the new Ranger PHEV powertrain is a perfect match for the new MS-RT variant – the ultimate hybrid street truck.

The pickup cleverly combines a 75 kW e-motor and a 10-speed automatic gearbox using a Modular Hybrid Transmission that can merge both electric and 2.3-litre EcoBoost petrol engine power. Its 11.8 kWh (usable) battery can be recharged by the vehicle on the move, or plugging into an external power source, delivering up to 40 km zero-tailpipe emission driving.³ The e4WD full-time four-wheel drive system,⁴ full Ranger 3,500 kg towing capacity⁵ and up to one-tonne payload⁶ make it effortless to tow boats for fun, shift bricks for work, and everything in-between.

Styling is inspired by extreme Ranger racing trucks. A honeycomb grille and integrated splitter at the front, distinctive rear bumper with integrated diffuser, sculpted side skirts and lower stance from bespoke suspension make the pickup instantly recognisable. But the enhancements aren't just for show.

That suspension, for example, has been optimised with revised dampers at the front, a retuned rear set-up and an overall 40 mm height reduction. This delivers comfort, capability and greater handling precision and stability through corners. The ducktail spoiler on the rear tailgate and the cab spoiler also help increase stability at higher speeds. They've been optimised using computer simulations to enhance overall aerodynamic balance.

Track width is increased by 40 mm each side for better grip and stability. That requires flared wheel arches that extend the overall width by 82 mm front and rear, housing diamond cut 21-inch wheels with low-profile 275/45 R21 tyres.

This bold styling can be intensified by kaleidoscopic colour options unique to the MS-RT models, including new Turini Purple joining Fast Blue, Yellow Green and more.

Inside the double-cab interior are sports seats finished in Eco-Leather and suede with blue contrast stitching. The front seats not only have with supportive bolsters, but also introduce eye-catching LED-illuminated MS-RT badges that light up when the doors are opened. Similar LED badges also feature on the floor mats.

The sculpted sports steering wheel has a blue 12 o'clock marker and is also heated – part of a premium standard specification that includes a 12-inch touchscreen with SYNC 4A,⁷ dual-zone electronic automatic temperature control, front and rear parking aid, rear-view camera, Intelligent Adaptive Cruise Control⁴ and Intelligent Speed Limiter.⁴

E-Tourneo Custom MS-RT puts the “style in “lifestyle”

Race-inspired styling, exclusive specification and striking colour options mean the new E-Tourneo Custom MS-RT could be the boldest way yet for up to eight people to make an entrance.

A maximum output of 210 kW (285 PS) means performance to back-up the motorsport styling, with the ability to tailor power output and driving range.⁸

Its spacious interior features full E-Tourneo Custom flexibility with a track-mounted seating system in the second and third rows for maximum adaptability whether carrying people, luggage, outdoor adventure equipment or a combination of all three. The tracked seats can slide forward or back, or be lifted out completely.

The ergonomic, heated front seats have sporty side bolsters, are finished in Eco-Leather and suede, and – like the six rear seats – have blue contrast stitching. The front seats in both the E-Tourneo Custom and the PHEV variants also get LED-illuminated MS-RT badges. Premium specification also includes a heated sports steering wheel with blue 12 o'clock marker and stitching, and feature a 13-inch central touchscreen with Ford's SYNC 4 infotainment system.⁷

The E-Tourneo Custom MS-RT exterior features an aerodynamic front bumper with integrated spoiler, sports side skirts and a sports rear quarter including a bumper with integrated diffuser. A coast-to-coast LED light strip between the headlights adds even more road presence, especially when combined with exclusive exterior colours including Turini Purple, Fast Blue, Ultramarine Blue, Sunset Orange and Yellow Green, as part of an extensive palette.

Like the Ranger MS-RT PHEV, the E-Tourneo Custom MS-RT rear spoiler has been optimised for airflow using computer simulations, while 19-inch Anthracite alloy wheels are a half-inch wider than standard and reduce unsprung mass by just over 1 kg per corner while helping increase total track width by more than 50 mm over standard. Combined with low-profile 235/45 R19 tyres, this means more grip and cornering stability while still delivering comfort.

Tourneo Custom MS-RT PHEV and EcoBlue diesel variants are also available. The 233 PS plug-in hybrid model features a 2.5-litre petrol engine and a 11.8 kWh battery offering flexible performance and electric-only driving capability,⁸ and the 2.0-litre EcoBlue diesel version⁸ delivers 170 PS with an eight-speed automatic gearbox.⁴

Motorsport DNA for the road

MS-RT – standing for M-Sport Road Technology – grew out of a partnership between its founder Edward Davies and M-Sport in 2015. M-Sport has a long history partnering with Ford to engineer and build its rally cars – including the M-Sport Ford Puma Rally1 WRC car – and also prepares cars for Global Rallycross and GT3 racing.

MS-RT's specialists use M-Sport motorsport DNA to produce modified road vehicles with a unique sporting character. The company has previously developed modified versions of Ford's earlier generations of Transit Custom, Transit Connect and Ranger models. The new partnership builds on this heritage.

All Tourneo Custom MS-RT and Ranger MS-RT models undergo final assembly and finishing at a dedicated facility located on the Ford Dagenham Estate in the UK. Close to the base of the Ford Pro engineering team at the Ford Dunton Campus, the state-of-the-art facility includes a design and engineering studio, semi-automated paint facility and dual assembly lines, with a dedicated customer service team on-site.

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¹ Based on S&P Global Mobility sales data 2024. Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden and Switzerland.

² Horsepower and torque are independent attributes and may not be achieved simultaneously.

³ Ford Ranger Plug-In Hybrid homologated CO₂ emissions 152 g/km WLTP, homologated fuel efficiency 6.6 l/100 km WLTP and pure electric driving range up to 40 km WLTP. A range of up to 40 km can be achieved with a fully charged battery - depending on the existing series and battery configuration. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

⁴ Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

⁵ When properly equipped. Max towing varies based on cargo, vehicle configuration, accessories and number of passengers.

⁶ Max payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle. Always properly secure cargo.

⁷ Don't drive distracted. Use voice operated systems where possible and don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all SYNC features are compatible with all phones. SYNC screen appearance and functionality may change over time due to software updates.

⁸ Officially homologated driving range, fuel efficiency and CO₂ emissions will be published closer to on-sale date. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). 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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