

The full electric Puma Gen-E gets even better

- All-electric Puma Gen-E's fun-to-drive character and distinctive design is a big sales hit, with high customer demand across Europe
- Enhanced Puma Gen-E arriving in 2026 offers increased range, with over 400 km from a fully charged battery thanks to an optimised battery design
- Puma Gen-E will offer leading BlueCruise hands-free driving system for the first time, making the technology available in our smallest electric vehicle

COLOGNE, Germany, Nov. 17, 2025 – Ford's all-electric Puma Gen-E has already proven to be a popular choice for customers across Europe, and now the all-electric compact crossover is about to get even better.

Today the automaker has announced an improved Puma Gen-E will arrive in 2026, with increased electric driving range and the availability of BlueCruise,¹ Ford's hands-free advanced driver assistance system.

Strong demand for Puma Gen-E is driven by the compact crossover's electric performance, fun-to-drive character and distinctive design, as well as fast charging and versatile Gigabox storage that support owners' busy lives.

Ford's commitment to continuous improvement means that Puma Gen-E is being enhanced for 2026, making it even more appealing.

"We're very happy with how Puma Gen-E has been received by our customers in Europe, building on the best-selling success of Puma, which proves it has a winning set of attributes," said Jon Williams, general manager, Ford Blue and Model e, Europe.

“Now we’re taking Puma Gen-E to another level, with even better range and the game-changing BlueCruise advanced driver assistance system, making big-car technology available to buyers with a smaller budget.”

More range, more comfort

Puma Gen-E was introduced with driving range that proved an immediate hit with electric vehicle customers, offering 13.1 kWh/100 km efficiency and up to 376 km² zero-tailpipe emission driving on a full charge.

With an enhanced battery design, driving range is increased to over 400 km³ putting even longer road trips within reach, with city range of over 550 km³ for days of charge-free urban journeys.

The 2026 Puma Gen-E can introduce a new level of comfort to those longer road trips with the introduction of BlueCruise,² Ford’s hands-free highway driving technology. The smallest vehicle in the Ford range available with the advanced driver assistance system, BlueCruise² allows hands-free driving on designated highways, helping to make daily commutes and stop-and-go traffic more comfortable. Puma Gen-E is one of four new vehicles to be made available with BlueCruise, making it more accessible for a wider range of customers.

BlueCruise was the first system of its kind to receive regulatory approval in Europe in 2023 with Mustang Mach-E.⁴ Since then, BlueCruise has been approved for use across 16 European markets, making it the most widely available system of its kind in Europe. This unlocks access to more than 135,000 kilometres (84,000 miles) of designated highways,⁵ called Blue Zones, allowing customers to take a road trip across multiple countries.

Globally, Ford and Lincoln owners have driven more than 888 million highway kilometres (552 million miles) using the technology. Expanding its availability to Puma Gen-E gives even more customers the opportunity to benefit from superior comfort on

their highway journeys, and reach their destination more relaxed and ready for the day ahead.

BlueCruise ² will be available on Puma Gen-E new model year vehicles from spring 2026 when equipped with the Driver Assistance Pack. Subscription options and pricing will be announced closer to on-sale date.

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¹ Driver's eyes must remain on the road ahead to enable use of BlueCruise hands-free driving. It does not replace safe driving.

² Based on full charge of Puma Gen-E. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP).

³ Based on full charge of 2026 MY Puma Gen-E. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP).

⁴ Up to 600 km driving range based on full charge of Mustang Mach-E 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.

⁵ Metrics accurate as of October 2025.

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