

Ford's enhanced Puma adds range and hands-free tech

- Popular Puma and Puma Gen-E now even better with increased electric range and availability of BlueCruise, Ford's "hands-off, eyes-on" highway driving system
- Puma Gen-E now offers over 400 km driving range thanks to an optimised battery design
- BlueCruise hands-free highway driving system introduced to Puma and Puma Gen-E, making the game-changing technology available in Ford's smallest vehicle

COLOGNE, Germany, March 5, 2026 – Ford today announced significant enhancements to the Puma ¹ and the all-electric Puma Gen-E, ² delivering advanced technology, greater efficiency, and a more refined design for the popular compact crossovers.

The upgraded models build on the qualities that made Puma Ford's best-selling vehicle in Europe in 2025, and Puma Gen-E the best-selling electric vehicle in the UK so far in 2026.

"The love we've seen for our Puma and Puma Gen-E across Europe is all the proof we need that we got the formula just right," said Christian Weingaertner, general manager, passenger vehicles, Ford Europe. "Now we're adding even more attractive features into the mix. With our BlueCruise hands-free highway driving system, we are making our advanced technologies more accessible and delivering a premium tech experience to the small-car segment."

Travel further in greater comfort

Puma Gen-E was introduced in 2024 with driving range that proved an immediate hit with electric vehicle customers – offering 13.1 kWh/100 km efficiency and up to 376 km ³ zero-tailpipe emission driving on a full charge.

With an enhanced battery design, driving range is now increased to 417 km, putting even longer road trips within reach and allowing days of charge-free urban journeys.

The Puma and Puma Gen-E can provide a new level of comfort for highway driving with the introduction of BlueCruise, ⁴ Ford's hands-free highway driving technology. Now available for drivers of the smallest vehicle in the Ford line-up, the advanced driver assistance system allows "hands-off, eyes-on" driving on designated highways, helping to make daily commutes and stop-and-go traffic less demanding.

BlueCruise was the first system of its kind to receive regulatory approval in Europe in 2023 with Ford's Mustang Mach-E electric SUV. ⁵ Since then, BlueCruise has been approved for use across 16 European markets, ⁶ 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, ⁷ called Blue Zones, allowing customers to take a road trip across multiple countries.

Recognising that different drivers have different needs, Ford is offering flexible ways to access the technology. A One-Time Purchase enables BlueCruise without further payment for years of access, or monthly and annual plans are available for customers who want to trial the system or those who only require hands-free capability for specific times of the year, such as summer holidays or frequent business travel. All BlueCruise-capable Pumas can benefit from a three-month trial period.

New style and more choice

The enhanced Puma also benefits from an upgrade to the B&O Premium Audio system. Standard on Puma ST-Line X, Puma ST Powershift and Puma Gen-E Premium, the system's power has been increased to 650 W, featuring higher-specification "midwoofers" in the front doors for superior sound reproduction.

Premium Connectivity ^{8,9} is also now available on all Puma models, allowing customers to access streaming services, games, and karaoke features directly through the vehicle's interface. Connected Navigation, ⁹ which uses cloud-based data to help drivers avoid congestion, is also available, with both services available as a One-Time Purchase, monthly or annual plans.

Customers also have a broader choice of exterior colours, with Cactus Grey added to the Puma Gen-E's colour palette while the eye-catching Electric Yellow is now also available on Puma.

BlueCruise Edition joins Ford Collection

To give customers even easier access to this game-changing technology, Ford has introduced the BlueCruise Edition for both Puma and Puma Gen-E. This specification includes the BlueCruise Enabled Driver Assistance Pack and BlueCruise functionality as standard – fully unlocked without the need for a subscription.

The BlueCruise Edition also features unique design elements, with exclusive Vapor Blue exterior paint, black-painted 18-inch alloy wheels, and a contrasting black roof and mirror caps. The interior continues the theme with embossed seat inserts and Nordic Blue detailing.

BlueCruise Editions also benefit from Premium Connectivity and Connected Navigation as standard without subscription, as well as the upgraded B&O Premium Audio system.

The updated Puma and Puma Gen-E are available to order from today.

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¹ Puma EcoBoost Hybrid CO₂ emissions 122-146 g/km and fuel efficiency 5.4-6.5 l/100 km WLTP.

² Up to 417 km driving range based on full charge of 2026 MY Puma Gen-E. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP).

³ Based on full charge of Puma Gen-E. Estimated range using Worldwide Harmonised Light Vehicle 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.

⁴ Driver's eyes must remain on the road ahead to enable use of BlueCruise hands-free driving. It does not replace safe driving.

⁵ 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.

⁶ BlueCruise is currently available for customers with equipped vehicles in Austria, Belgium, Czech Republic, Denmark, France, Great Britain (not available in Northern Ireland), Germany, Greece, Hungary, Italy, Netherlands, Norway, Poland, Portugal, Spain, and Sweden.

⁷ Metrics accurate as of February 2026.

⁸ Feature availability varies by market. Customers with capable vehicles will receive a complimentary 90-day free trial which can be activated within 11 months of the vehicle's first date of registration.

⁹ Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

About Ford Motor Company

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