



Ford to Offer Acclaimed 1.0-litre EcoBoost engine in C-MAX and Grand C-MAX

- Ford to sell C-MAX and Grand C-MAX models equipped with the 1.0-litre EcoBoost petrol engine – the 2012 “International Engine of the Year” – beginning in October
- Ford expects both cars will deliver best-in-class fuel efficiency; C-MAX expected to achieve 5.1 l/100 km* (55.4 mpg); Grand C-MAX expected to achieve 5.2 l/100 km (54.3 mpg)
- Further C-MAX updates include SYNC in-car connectivity system with Emergency Assistance, and advanced driver assistance technologies including Active City Stop, Lane Keeping Aid, Lane Departure Warning, Auto High Beam, Driver Alert and Traffic Sign Recognition

COLOGNE, Germany, July 19, 2012 – Ford of Europe will offer its C-MAX and Grand C-MAX with the 1.0-litre EcoBoost petrol engine starting in October this year. The combination of the award-winning engine and the popular multi-activity vehicle is expected to deliver best-in-class fuel efficiency and CO₂ emissions.

Ford customers will have the option of purchasing a C-MAX and Grand C-MAX with either the 100 PS or the 125 PS versions of the 1.0-litre EcoBoost, which was recently named the 2012 [“International Engine of the Year.”](#)

The Ford C-MAX 1.0-litre EcoBoost is expected to deliver 5.1 l/100 km (55.4 mpg) and 117 g/km CO₂ across both power outputs, while the Grand C-MAX should achieve 5.2 l/100 km (54.3 mpg) and 119 g/km CO₂.

“People love this engine – it puts a smile on your face when you drive and it’s amazingly fuel efficient,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “It’s already very popular on the new Focus, so it makes a lot of sense to offer in the C-MAX and Grand C-MAX as soon as possible.”

Ford has sold more than 200,000 C-MAX and Grand C-MAX cars in Europe since the latest versions were introduced in 2010; with the two models this year claiming Ford’s largest share of the compact multi-activity vehicle segment since the original C-MAX went on sale in 2003.

The three-cylinder 1.0-litre EcoBoost petrol engine uses turbocharging, direct fuel injection and variable valve timing on both intake and exhaust to deliver the power of a larger engine with the fuel efficiency of a smaller unit. It is built in Ford’s engine plants in Cologne, Germany, and Craiova, Romania.

More than 4,700 customers across Europe have ordered a Focus 1.0-litre EcoBoost in its first full month on sale, accounting about one quarter of the model’s sales in Ford’s 19 traditional European markets.

Ford predicts that by 2015 more than half of vehicles it produces in Europe for the continent will be powered by EcoBoost engines – also available in 1.6-litre and 2.0-litre displacement.

Updated C-MAX and Grand C-MAX will offer in-car connectivity system SYNC with [Emergency Assistance](#); and advanced driver assistance technologies [Active City Stop](#), [Lane Keeping Aid](#), [Lane Departure Warning](#), [Auto High Beam](#), [Driver Alert](#) and [Traffic Sign Recognition](#).

Customers will also be able to specify [Blind Spot Information System \(BLIS\)](#) and Power Tailgate options and the stylish new Burnished Glow colour.

All Ford C-MAX and Grand C-MAX models for European customers are produced in Ford's Valencia manufacturing facility in Spain.

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*All fuel consumption and CO₂ emissions figures in g/km are from officially approved tests in accordance with EC Directive 93/116/EC, conducted with base equipment level vehicles. Fuel economy figures quoted are based on the European Fuel Economy Directive EU 80/1268/EEC and will differ from fuel economy drive cycle results in other regions of the world.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 164,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.fordmotorcompany.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 51 individual markets and employs approximately 66,000 employees. In addition to Ford Motor Credit Company, Ford of Europe operations include Ford Customer Service Division and 22 manufacturing facilities, including joint ventures. The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

Ford in Belgium & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe, with 4,500 employees. Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe, with 350 employees.

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