



Ford Reveals Tough New Ranger Pickup With Bold New Design, Smart Technologies and Improved Fuel Efficiency

- Ford's tough and smart new Ranger sets a new benchmark in the pickup segment with a new look, cutting-edge technologies and improved fuel efficiency
- New front end delivers a bolder, more modern appearance; new interior combines style, exceptional craftsmanship, and improved functionality
- Advanced features include SYNC 2 connectivity, Lane Keeping Aid, Adaptive Cruise Control and Driver Alert, make Ranger one of the smartest trucks on the road
- Upgraded diesel powertrains with Auto-Start-Stop and new Electric Power Assisted Steering target reductions in fuel consumption exceeding 15 per cent on certain models
- Suspension tuning for improved ride comfort and handling delivers on Ford's fun-to-drive promise with higher levels of refinement
- New model on sale in Europe from early 2016, set to further boost Ranger's popularity in Europe, where sales last year grew 40 per cent compared with 2013

BANGKOK, Thailand, March 23, 2015 – Ford has unveiled the tough and smart new Ford Ranger, setting a new benchmark in the pickup truck segment with an uncompromised blend of robust capability, craftsmanship and advanced technology. The new Ranger will be offered in more than 180 markets worldwide, and will be available in Europe from early 2016.

Revealed today at the Bangkok Motor Show, the new model is set to further boost Ranger sales in Europe, which increased 40 per cent in 2014 over 2013, with market share rising by 4.5 percentage points to 21 per cent.

Featuring a new look front end, and a stylish and functional new interior, the new Ranger builds upon a reputation of capability, innovation and comfort that has helped the vehicle stand apart from traditional pickup trucks. It also boasts an array of new cutting-edge technologies that enable new and more practical solutions to everyday challenges.

“The new Ford Ranger brings a new level of comfort and refinement to its segment without compromising on the rugged capability that our customers demand,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “It represents a smarter kind of tough, and will help our customers to achieve more, whether at work or with their families.

“Together with the completely new and expanded Transit range, Ranger is a key part of Ford's renewed commercial vehicle line-up that continues to gain sales momentum in Europe,” de Waard added.

Tough and modern design

The changes to the Ranger begin with an updated exterior design. A bold, more modern look lends Ranger a powerful presence on the road, and immediately conveys a sense of capability. A more muscular hood flows into a strong new trapezoidal grille, while imposing projector headlamps make the truck instantly recognizable, with a bold, technical look.

“When you look at how our customers use their vehicles, it’s important that a Ranger looks and functions as a tough, dependable tool,” said Dave Dewitt, exterior design manager, Ford Asia Pacific. “We saw an opportunity to give the design extra tension, and to emphasise ‘Built Ford Tough’ design elements like the outboard nostrils – all while maintaining the Ranger’s excellent aerodynamic characteristics.”

The updated exterior has been combined with a stylish new interior that creates an even more comfortable, contemporary and car-like environment for the driver and passengers. Strong horizontal lines run across the width of the cab, giving a sense of openness, and framing the central eight-inch touchscreen. Behind the steering wheel, a new instrument cluster design with dual colour digital displays provides drivers with information about the vehicle, as well as entertainment, navigation and climate control details at a glance.

“The interior of the new Ranger is sleek and modern, with a strong technical aspect to it,” Dewitt said. “Accentuating the design, we’ve chosen materials that are stylish and attractive while being durable enough to handle the harsh life of a work truck. The interior may look more car-like, but it’s as practical as ever.”

Capability and refinement

The Ford Ranger remains one of the most capable trucks in its class. With a class-leading ability to wade through water up to 800 mm deep, and with 230 mm of ground clearance, it is designed and engineered to handle the most extreme terrains with ease. Thanks to a 28-degree approach angle and 25-degree departure angle, drivers in the new Ranger can feel confident when taking on steep obstacles.

A robust electronically controlled transfer case allows drivers in 4x4 models to shift on the fly from 4x2 to 4x4 high with a knob on the centre console. For low-speed torque or additional downhill braking, drivers also can engage low-range 4x4 gearing, while an electronic locking rear differential helps to improve traction in difficult conditions. These off-road strengths are matched by towing capability of up to 3,500 kg and exceptional payload capacity.

The Ranger achieves all this with a level of refinement not usually seen in the pickup truck segment. While the current Ranger already sets the standard for ride and handling, Ford engineers fine-tuned its suspension for additional comfort and even better handling.

The driving experience is further enhanced by an Electric Power Assisted Steering (EPAS) system, which provides precise steering with a natural and confident feel. With EPAS, steering is light and manageable for low-speed maneuvering, such as parking, and precise at higher speeds – with assistance varying as necessary based on speed, steering wheel angle, cornering forces and acceleration or deceleration. By eliminating the power steering pump used in a traditional power steering system, EPAS also results in a quieter vehicle and improves fuel efficiency by about 3 per cent.

Engineers also equipped the new Ranger with advanced sound-deadening materials and improved insulation for one of the quietest and most comfortable cabin interiors in its class.

Advanced technology

A host of cutting edge technology is available on the new Ford Ranger to help drivers stay connected and in control.

Ford's SYNC 2 connectivity system offers drivers smarter and safer ways to stay connected. Using natural voice commands, like "temperature 20 degrees", "play AC/DC" or "I'm hungry", the driver can control the car's climate controls, entertainment system and navigation system more easily than ever before. An 8-inch touchscreen places more controls at the driver's fingertips, with colour-coded corners for easy menu navigation.

For extra convenience, the new Ranger features a 240-volt power socket that can be used to power a laptop computer anywhere, from a work site to a family road trip.

There is also an array of driver assist technologies that help to make driving more convenient.

- Lane Keeping Alert and Lane Keeping Aid work together to help to prevent the driver from unintentionally drifting out of a lane when driving at high speeds. If the forward-facing camera detects the vehicle is straying from its lane, Lane Keeping Alert warns the driver with a vibration in the steering wheel. If no action is taken to correct the drift, Lane Keeping Aid applies steering torque to guide the vehicle back into its lane
- Adaptive Cruise Control makes use of radar sensors to maintain both a preset speed as well as a preset distance from the vehicle ahead. When the system detects a vehicle ahead, it decelerates automatically to maintain a safe distance. It accelerates back to the driver's preset cruising speed when the road ahead clears. An adjustable speed limiter helps drivers avoid unintentionally exceeding their selected speed
- Forward Alert works with Adaptive Cruise Control to give drivers a visual and audible warning when the gap to a vehicle ahead drops below a safe distance. The system also charges the brakes to ensure optimum braking performance
- Front and Rear Park Assist uses sensors to detect obstacles and provide audible warnings when the vehicle approaches obstructions at low speeds, such as when parking. A rear-view camera gives a clear view behind the vehicle, giving greater confidence when parking and hitching up a trailer
- Tyre Pressure Monitoring System helps drivers to stay safe and save fuel by alerting them when tyre pressure is too low
- Electronic Stability Program with rollover mitigation and trailer sway control helps to keep the vehicle under control even in adverse conditions
- Driver Alert uses the forward-facing camera and on-board sensors to detect if the driver is drowsy. If it notices signs such as drifting off course and sudden corrective steering inputs, the system warns the driver with gradually louder signals
- In markets where it is available, Emergency Assistance uses a Bluetooth-paired and connected phone to call local emergency services in the event of a serious collision. The system communicates details of the accident and your vehicle's location, and then opens the line to let you speak directly with responders
- Other smart technologies include Hill Launch Assist, to help you confidently start off from a slope, whether in forward or reverse; Hill Descent Control, which uses the traction control system to help you descend steep slopes at a constant speed; Adaptive Load

Control, which adjusts the Electronic Stability Control system based on vehicle load; and Emergency Brake Assistance, which provides additional pressure to the brake system to increase braking force when you apply the brakes quickly in an emergency situation.

Efficient power

The new Ranger's impressive power, capability, and payload and towing capacity are made possible thanks to powerful and efficient diesel engines paired to either six-speed manual or automatic transmissions. All three engine options provide Ranger customers with a winning combination of power and efficiency in all conditions, and help to underscore Ford's fun-to-drive promise.

For maximum power and torque for heavy-duty towing, Ford is offering the latest generation of its globally proven 3.2-litre TDCi five-cylinder diesel engine. Upgrades including an updated exhaust gas recirculation system help to increase efficiency, while still putting out 200 PS and 470 Nm of torque.

New Ranger also offers 130 PS and 160 PS variants of Ford's latest 2.2-litre TDCi four-cylinder diesel engine, delivering significantly improved fuel efficiency and refinement, while also providing increased output compared to the 125 PS and 150 PS engines in the outgoing model.

Maximising the efficiency of its engines, the new Ford Ranger is available with Auto-Start-Stop technology, which saves fuel by shutting off the engine when the vehicle is idling, such as at a stop light. Combined with the availability of longer final drive ratios, these efficiency improvements help to achieve targeted reductions in fuel consumption which exceed 15 per cent on certain models.

"When we set out to improve upon the Ford Ranger, we knew we had our work cut out for us: the current Ranger is one of the toughest, most capable trucks out there," said Richard Tilley, vehicle line director, Ford Asia Pacific. "But thanks to our proud truck heritage and global expertise in the utility segment, we've made what was great even better. With improved efficiency, refinement and a range of smart new technologies, the new Ranger redefines what customers can expect from a tough and capable pickup truck."

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About Ford Motor Company

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