



FORD EXTENDS COMMERCIAL VEHICLE RANGE AT THE 2007 BIRMINGHAM COMMERCIAL VEHICLE SHOW

- **New models complement and extend Ford's successful commercial vehicle range**
- **The best van gets better - additional Transit derivatives offer new 200 PS 5-cylinder Duratorq TDCi engine and increased payload**
- **New engine increases diesel engine options for Transit to seven**
- **Standard driver assistance features introduced during 2007 include Electronic Stability Programme (ESP) and Hill Launch Assist (HLA)**
- **Stylish new SportVan makes Transit an even more attractive option**

Birmingham (UK), April 24, 2007 – Ford of Europe's commercial vehicle range continues to grow with the addition of several significant new models and features introduced at the 2007 Birmingham Commercial Vehicle Show. These include new derivatives of the Ford Transit – International Van of the Year 2007 – including the stylish new Transit SportVan, plus a new attention-grabbing version of the popular Ford Ranger Wildtrak. These new models culminate a year of high activity for Ford of Europe's commercial vehicle programme.

All-New Engine for the Transit

The Ford Transit will now be offered with an even more powerful engine, increased payload and with diesel particulate filters (DPF) being gradually rolled out across the range.

For customers seeking extra power, Ford Transit will be available with a new 5-cylinder in-line Duratorq TDCi common rail diesel engine. This 3.2-litre power plant develops a maximum of 200 PS, while torque peaks at 470 Nm.

The engine is a brand new addition to the Ford of Europe powertrain line-up. Exclusively developed for rear-wheel-drive Transits and available for most body derivatives, the engine is built at Ford's Inonu engine plant located in Turkey.



Further actions elsewhere on Transit have been taken to specifically match the new engine to the vehicle. These include a new front bumper and bumper beam, new heat shields, a modified grille opening panel and front grille with new design, modified air intake and new exhaust system and a new cooling module. The suspension has been tuned for the weight distribution of the new engine. The new engine has a service interval of 50,000km or two years, whichever comes first.

"Many of our customers told us they needed a more powerful engine for their long-haul deliveries, and our new 200 PS Duratorq TDCi engine is bound to impress both in terms of performance and efficiency." Said Barry Gale, Chief Engineer, Commercial Vehicles.

ESP Standardised

Ford's Electronic Stability Programme (ESP) has already been standardised on vans, Kombis and buses fitted with single rear wheels. Later in 2007, ESP will also be standard on chassis cab, dual rear wheel and cab van floor derivatives. This ESP system detects when the vehicle is deviating from the driver's chosen course and automatically applies the correct amount of braking pressure and engine power to bring the vehicle back into line. This driver assistance feature has proved to be especially useful for drivers of Transit models where the loads and weight distribution frequently vary when used as a commercial vehicle or when used as a bus.

A number of other supplementary systems are tied in with ESP for full vehicle control at all times under all conditions. These include Active Yaw Control (AYC), Roll Over Mitigation (ROM), Roll Movement Intervention (RMI) and Hydraulic Brake Assist (HBA). Naturally, ABS also comes as standard equipment on all Transit versions. To ensure that all of these electronic systems work effectively, irrespective of the vehicle's loading condition and centre of gravity, a Load Adaptive Control (LAC) has been developed. The total load is estimated by calculating the amount of engine torque required to accelerate the vehicle.



From autumn 2007, vehicles equipped with ESP will also have Ford's new Hill Launch Assist (HLA) feature as standard equipment. This new technology uses the braking system to hold the vehicle on a gradient and prevent it from rolling. While effective on both uphill and downhill gradients, Ford engineers believe it will give drivers greater control and confidence when performing hill starts, which will be especially useful for those drivers who otherwise regularly drive much smaller, lighter vehicles. HLA maintains pressure to the braking system and provides a two and a half second delay when the driver moves the foot from the brake pedal to the accelerator pedal.

The HLA feature avoids the need to go through an awkward sequence of events involving the handbrake to hold the vehicle momentarily whilst on a hill. Once sufficient engine torque is reached, the HLA automatically releases the brake system in a controlled manner. For full driver awareness, an HLA warning lamp is added to the Transit instrument cluster.

Diesel Particulate Filter Technology

Diesel Particulate Filter (DPF) technology is being rolled out as an option from later in 2007 progressively across the Transit range. For this, two different technologies are used: Front-wheel-drive Transits will be equipped with a standard diesel oxidation catalyst in conjunction with a regenerative coated Diesel Particulate Filter (cDPF).

Transits with rear-wheel-drive come with an in-exhaust fuel vaporisation system that is used to regenerate the DPF – a Ford-first technology. In addition to this eco-friendly system, a gearshift indicator is introduced to help Transit drivers further optimise fuel economy. This gearshift indicator system will be rolled out in conjunction with all cDPF equipped models.

"Our Transit diesel engines already meet Euro Stage IV emission targets without the need for DPFs. However, for our customers to best make use of tax incentives in various European markets we have taken the decision to gradually make DPF available and will roll this out in three stages.

We'll be starting with the lowest-powered engines in the range that are predominantly used in city-centre environments. Making DPF available on the entire range is testimony of Ford's commitment to sustainability in all areas of its business." said Barry Gale.



Increased Fuel Tank Capacity

Later in 2007, Ford is introducing the option of a fuel tank with increased capacity on Transit. Available on rear-wheel-drive models with medium, long and extra long wheelbases and on all derivatives, the increase in fuel tank capacity is ideally suited to those vehicles predominantly used for long-haul cruising or motorhome conversion applications. Today's 80-litre fuel tank remains as standard equipment for all Transit models.

Higher Payload for Transit

Later in 2007, Ford Transit will be available with a 4.6 tonne Gross Vehicle Mass (GVM), which makes the vehicle an even more convincing choice for customers like emergency services (ambulance and police), municipal services, the construction industry and motorhome converters. Both axles have been strengthened for this application to accommodate 1,850 kg in the front and 3,300 kg in the rear. The heavy duty front axle that was previously available as an option has been standardised for all customers ordering the 4.6 tonne GVM.

To cope with the extra payload, these new Transit versions come with larger rear brake calipers, a heavy-duty hand brake lever, updated rear springs and revised front and rear damper settings and a new front damper for the chassis cab.

"All these new Transit models are further evidence of how Ford listens and responds to the variety of feedback of its loyal Transit owner body." Said Phil Collareno, Ford of Europe's Vehicle Line Director for Commercial Vehicle Programmes.



New Transit SportVan

Introducing a new Transit SportVan, Ford adds a dash of style and 'sportiness' to the van segment. Due to be introduced from May 2007, this dynamic Transit features a range of interior and exterior comfort and styling enhancements. The Ford Transit SportVan is available as front-wheel-drive and short wheelbase with the 2.2-litre Duratorq TDCi diesel engine delivering 130 PS (96 kW) and 310 Nm of torque.

Exterior Features

The large body of the Ford Transit provides ideal scope for bold design statements and styling features. Immediately obvious is the supplier-branded styling kit developed in conjunction with MS Design, specifically for the Transit SportVan: 18-inch alloy wheels with 235/45 tyres, a bodycoloured front lower spoiler with a bright centre section, bodycoloured side skirts with bright inserts and rear lower skirts all make for a dynamic and unique appearance.

The Transit SportVan is available in Performance Blue metallic paint. Uniquely used for the first time on the Transit, Performance Blue is already established as a colour available on many of Ford's sporty performance models such as the Fiesta ST. Other colours available for the Transit SportVan from the existing Transit palette are Tonic and Sublime. The front bumper and grille is bodycoloured and the two Ford GT-style white bonnet stripes and the twin exhaust tailpipe clearly show that the Transit SportVan means business.

For added protection and security, Transit SportVan features power door deadlocks and a load area protection kit.

Interior Styling

Inside, the Transit SportVan takes cabin comfort to the maximum. Standard cabin equipment for optimum driver and passenger comfort includes air-conditioning, Ford's 6006 audio system operated via stalk control with front loading in-dash six CD player, power windows and electrically adjustable, heated door mirrors.



Further driver assistance and passenger safety features include a high series cluster with trip computer, cruise control and passenger airbag. Interior styling has added finesse by the use of leather steering wheel with alloy spokes and leather gear shifter knob. A high specification visibility pack incorporates auto headlights, auto wipers, Ford's unique 'Quickclear' heated front screen, tinted glass and integrated front fog lamps to ensure that the driver has the best visibility in all weather conditions.

Personalise the Transit SportVan

Transit SportVan is available with a host of regular attractive Transit options for further personalisation. These include satellite navigation, Bluetooth® connectivity, Thatcham CAT 1 alarm system and fully trimmed leather seats.

"We see an increasing desire from customers to personalise their vehicles and drive a van that's different and stylish", said Peter Fleet, Director, Commercial Vehicles, Marketing, Sales and Service, Ford of Europe. "As well as being used in a professional capacity, many owner-operators also use their vans for private purposes. With the Transit SportVan we now offer a vehicle that's truly unique and really stands out from the crowd".

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