



TOP SAFETY RATING FOR NEW FORD C-MAX MODELS

COLOGNE, November 24, 2010 – The all-new Ford C-MAX and Grand C-MAX models have been awarded the maximum 5 star safety ratings by the independent organisation Euro NCAP. The pair of multi-activity vehicles notably achieved the highest score ever recorded for whiplash protection and excelled in both adult occupant and child occupant safety categories.

Ford C-MAX and Grand C-MAX are built on Ford's global C-car platform and are the first Ford passenger cars to undergo Euro NCAP's new crash test procedures introduced last year.

“Crash test ratings are an important factor when designing and engineering our vehicles and we're delighted that Euro NCAP has recognised that both the new C-MAX and Grand C-MAX models offer excellent protection in the event of a collision,” said Gunnar Herrmann, Ford's Global Vehicle Line Director for C cars.

“These are the first vehicles to be built on our new global C-car platform and for them to score so highly bodes well for future products including the all-new Focus which goes on sale next year,” Herrmann added.

High Strength Body Structure

Both new C-MAX and Grand C-MAX feature Ford's Intelligent Protection System (IPS) which marries a high-strength body structure with state-of-the-art restraint systems.

In total, 53 per cent of the bodyshell in each vehicle is made from high-strength steels, compared to 45 per cent in the previous generation vehicle.

Ultra-tough Boron steel is used in the A-pillars, B-pillars, rocker panels and door reinforcement beams help to create a passenger cell that manages deformation in a crash – including frontal impacts, side impacts and side pole impacts.

Very high strength dual-phase steel is used in the front crash structure, inner rocker panels and floor cross members for maximum crash energy absorption, and to manage deformation of the passenger cell.

C-MAX and Grand C-MAX also feature a front chassis subframe designed to de-couple from the lower body in a frontal collision, reducing deformation in the passenger cell footwell area.

Ford Intelligent Protection System

A key feature of Ford's Intelligent Protection System restraint system for the C-MAX and Grand C-MAX is individual single stage front airbags and 3D side thorax airbags for the driver and front passenger, plus standard side curtain airbags for the first and second row seats.

Driver safety is improved thanks to Ford's horizontal stroking steering column that reduces loads on the occupant's head and chest by stroking away from the driver in high speed frontal impacts.

Ford has also fitted more effective retractor pretensioners to the front seats, providing increased retraction travel, along with belt load limiters.

Front-end design has also been carefully engineered to provide increased pedestrian protection. The result is a collapsible wiper system, and the addition of 'soft' cowl design in the body structure, to reduce the effect of impacts at the base of the windscreen.

Rear seat passenger safety in the new C-MAX range is an important element of the design. Three-point safety belts are fitted to all rear seats in the C-MAX and Grand C-MAX, while the outer pair of second row seats has provision for ISOFIX in both models.

The seven-seat Grand C-MAX also features a special new Rear Seat Beltminder system, which alerts the driver if any passengers in the second or third row seats do not have their safety belts correctly fastened. This feature is particularly helpful if young children are travelling in the car.

The driver is alerted via a visual warning in the instrument cluster display, along with an audible chime. The system also provides warning signals if a safety belt is released during the journey.

The new C-MAX range is currently going on sale across Europe.

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