Stylish New Ford B-MAX Opens Doors to Practical Solutions for City Driving

- Ford B-MAX features hinged front and sliding rear doors integrating the central body pillars and delivering best-in-class access

- Class-leading petrol and diesel engines; 1.0-litre Ford EcoBoost 120PS petrol engine achieves 15 percent lower fuel consumption than closest competitor; 95PS 1.6-litre Duratorq TDCi diesel engine delivers best-in-class CO₂ emissions of 104g/km¹

- B-MAX is among Europe’s most advanced small cars, featuring Ford’s voice-activated, in-car connectivity system, SYNC, with Emergency Assistance feature

COLOGNE, Germany, Aug. 13, 2012 – The new Ford B-MAX, which is about to go on sale across Europe, features a unique design, unrivalled fuel economy and small car technology among the most advanced in Europe.

The B-MAX’s Ford Easy Access Door System provides unobstructed entry and exit with hinged front doors and sliding rear doors integrating the central body pillars.

The new model also achieves class-leading fuel economy and the lowest CO₂ emissions for both petrol and diesel engines¹.

The innovative new B-MAX is the first European car to offer SYNC, Ford’s voice-activated, in-car connectivity system, with the Emergency Assistance feature. It is also the first vehicle in its segment to provide Active City Stop.

“The Ford B-MAX really challenges traditional small car thinking, and pioneers a concept not attempted by any other manufacturers,” said Stephen Odell, chairman and CEO, Ford of Europe. “Its ingenious design opens the doors – quite literally – to exciting new ideas about what’s possible with a compact vehicle.”

New vision for compact vehicles
Based on Ford’s global B-car platform – shared with the highly successful new Fiesta – the B-MAX presents the company’s vision for a premium compact multi-activity vehicle (MAV), combining outstanding space and versatility within a smart and stylish exterior.

The unique Ford Easy Access Door System delivers new levels of convenience, access and flexibility. It features conventional, hinged front doors and rear sliding doors, combined in a new body design. This integrates the traditional central pillar structure into the front and rear doors, rather than forming part of the bodyshell itself.

When both front and rear doors are open there is outstanding access to the interior, with a huge, clear aperture more than 1.5 metres wide, making it significantly easier to enter or exit the rear seats, attend to children in child seats, or load and unload shopping.
The flexible seating system features 60/40 split rear seats that can be folded flat with a simple “one-hand, one-motion” mechanism. The front passenger seat can also be folded, creating an extensive flat load floor from front to rear, suitable for loads up to 2.34 metres in length.

**Engineered for outstanding safety**
Ford engineers developed innovative solutions to ensure the B-MAX delivers the same outstanding levels of crash protection as vehicles with a more conventional structure.

The structure of both front and rear doors has been strengthened with ultra-high-strength Boron steel in key load-bearing areas so the door frames work together to absorb energy in side impacts.

High-strength and ultra-high-strength steels account for 58 percent of the body and door structure and ensure it is strong and rigid while remaining highly weight-efficient.

**Best-in-class fuel economy for petrol and diesel**
The B-MAX brings new standards of fuel efficiency to the compact MAV class. The 2012 “International Engine of the Year” 1.0-litre Ford EcoBoost petrol engine is available in 100 PS and 120 PS versions, and the 120 PS model achieves class-leading CO$_2$ emissions of 114g/km.

B-MAX is available with 95PS 1.6-litre and 75PS 1.5-litre Duratorq TDCi diesel engines, each offering outstanding fuel efficiency; the 1.6-litre model delivers best-in-class CO$_2$ emissions of 104g/km.

‘Right-sized’ for modern motoring
The B-MAX features premium technologies demanded by buyers looking to “right-size” their new car – around 40 percent of B-MAX customers are expected to choose B-MAX after previously owning a larger vehicle while 20 percent are expected to have previously owned a smaller car.

The advanced features include the Ford SYNC voice control, device integration and connectivity interface, with the Emergency Assistance feature that is designed to assist the occupants to call the local emergency services operator in the event of an accident.

High quality, contemporary materials throughout the interior emphasise craftsmanship and detailing, with comfort features including an exclusive eight-speaker Sony DAB audio system, Key Free system, Ford Power Button, Rear View Camera and full leather upholstery.

B-MAX is true to the Ford fun-to-drive brand DNA with class-leading driving dynamics featuring Torque Vectoring Control for superior traction and cornering. The car offers outstanding agility and manoeuvrability designed for the cut and thrust of city driving.

It is also the first vehicle in its segment to deliver Active City Stop, designed to help motorists avoid low speed collisions with stationary or slower moving traffic in front.

###
1. All fuel consumption and CO₂ emissions figures in g/km are from officially approved tests in accordance with EC Directive 93/116/EC. 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 65 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 and its products worldwide, please visit http://corporate.ford.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.

Contact: Finn Thomasen
Ford of Europe
+44 1268401908
fthomas3@ford.com