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## **Upscale New Ford Kuga Vignale and Ford Edge Vignale Meet Growing Consumer Demand for More Luxurious SUVs**

- Ford expands upscale Vignale model portfolio with new Ford Kuga Vignale and Ford Edge Vignale, meeting growing consumer demand for upmarket SUVs
- Ford Kuga Vignale mid-size SUV and Ford Edge Vignale large SUV deliver exclusive specification and premium materials including tuxedo-stitched Windsor leather interiors
- Sophisticated technologies include SYNC 3 connectivity with enhanced voice-control and 8-inch touch screen enabling pinch and swipe gestures
- Powerful, fuel-efficient and refined powertrains include Ford's 210 PS bi-turbo TDCi diesel for Ford Edge Vignale, and 182 PS 1.5-litre EcoBoost petrol engine for Ford Kuga Vignale
- Ford Vignale model range available to order across Europe; upscale product and ownership experience offers dedicated lifestyle service and exclusive benefits

**COLOGNE, Germany, Oct. 24, 2016** – The new Ford Kuga Vignale and Ford Edge Vignale are the first sport utility vehicles (SUVs) introduced as part of the Ford Vignale upscale product and ownership experience – and meet growing consumer demand for more luxurious models in the best-selling vehicle segment in Europe.

Both the Ford Kuga Vignale mid-size SUV and Ford Edge large SUV deliver exclusive specification and high-quality materials including tuxedo-stitched Windsor leather interiors, unique Vignale colours, and detailing including the signature Ford Vignale hexagonal grille design.

Cutting-edge technologies include Ford's Adaptive Front Lighting System that adjusts the headlight beam angle and intensity to match the driving environment, and Ford's [SYNC 3](#) communication and entertainment system that delivers faster performance and an 8-inch touch screen that enables pinch and swipe gestures.

Powerful, fuel-efficient and refined powertrains include Ford's 210 PS bi-turbo TDCi diesel for the Ford Edge Vignale, and 182 PS 1.5-litre EcoBoost petrol engine for the Ford Kuga Vignale. [Ford Intelligent All Wheel Drive](#) (AWD) is delivered as standard for the Ford Edge Vignale and is offered for the Ford Kuga Vignale, delivering a seamless transition of torque between all four wheels to provide a more secure footing on the road.

Refinement is further enhanced for the Ford Edge Vignale with [Ford Active Noise Control](#), which directs opposing sound waves through the audio system to cancel out engine noise and improve cabin ambience.

“Our Ford Vignale range speaks directly to the growing trend for upmarket SUVs and represents the very best of Ford with luxurious design, materials and craftsmanship,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “We see great potential to extend the top end of our Ford product range and offer a special experience that meets the growing expectations of our customers.”

The percentage of SUVs sold in Europe compared with total car sales has grown from 6 per cent in 2005 to 23 per cent in 2015. \* This is expected to increase to 27 per cent by 2020, according to industry sales analyst IHS. Almost 4-in-5 of the record 102,000 Kugas sold in 2015 were high-specification Titanium models, indicating high demand for luxury variants in the SUV segment.

### **Ford Kuga Vignale**

Based on the sophisticated [new Ford Kuga](#), the Ford Kuga Vignale is offered in exclusive specifications including the unique Vignale pearlescent Milano Grigio exterior colour influenced by rose metallic tones. Further detailing includes dark gloss effect finishes for the front and rear skid plates, door appliques and boot trim. The signature Vignale hexagonal grille design features at the front.

The upmarket character of the Ford Kuga Vignale interior is heightened with unique hexagonal-quilted Windsor leather featuring prominent tuxedo-style stitching for the seats and door interiors, offered in signature Cashmere colour. The upscale leather treatment also extends to the instrument panel.

Advanced Ford Kuga Vignale technologies include Ford’s [Perpendicular Parking](#) that helps drivers park hands free in spaces alongside other cars; an enhanced version of the [Active City Stop](#) collision avoidance system; and Hands-Free Liftgate for simplified access to the luggage compartment.

Ford’s Adaptive Front Lighting System adjusts the headlight beam angle and intensity to match the driving environment, including a [Weather-Dependent Lighting](#) mode that automatically adjusts headlights to help drivers spot roadside hazards in extreme heavy rain.

Powerful and fuel-efficient Ford Kuga Vignale powertrain options include:

- 150 PS 1.5-litre EcoBoost six-speed manual front-wheel drive (FWD) offering 6.3 l/100 km (44.8 mpg) and 145 g/km CO<sub>2</sub> \*\*
- 182 PS 1.5-litre EcoBoost six-speed automatic AWD offering 7.5 l/100 km (37.7 mpg) and 173 g/km CO<sub>2</sub>
- 150 PS 2.0-litre TDCi six-speed manual FWD offering 4.7 l/100 km (60.1 mpg) and 122 g/km CO<sub>2</sub>, six-speed manual AWD offering 5.2 l/100 km (54.3 mpg) and 135 g/km CO<sub>2</sub>, or six-speed PowerShift AWD offering 5.2 l/100 km (54.3 mpg) and 134 g/km CO<sub>2</sub>
- 180 PS 2.0-litre TDCi six-speed manual AWD offering 5.2 l/100 km (54.3 mpg) and 135 g/km CO<sub>2</sub>, or six-speed PowerShift AWD offering 5.2 l/100 km (54.3 mpg) and 134 g/km CO<sub>2</sub>

### **Ford Edge Vignale**

The stylish and contemporary Ford Edge Vignale features carefully executed exterior detailing for enhanced exclusivity, including bespoke chrome-finish fog lamps, signature Ford Vignale hexagonal upper grille design with dark matte finish and polished aluminium surround, and 19-

inch polished aluminium wheels. Unique exterior colours include rich metallic brown Vignale Ametista Scura.

The refined interior delivers hexagonal-quilted Windsor leather featuring prominent tuxedo-style stitching for the seats and door interiors, offered in light Cashmere or dark Ebony colours. Leather extends to the central armrest and storage console, and to the instrument panel, which features a woven aluminium applique on the passenger side.

“Ford Vignale design exudes sophistication and premium sportiness,” said Joel Piaskowski, director, Design, Ford of Europe. “For customers, Ford Vignale is a more individualistic way to enjoy luxury and express your style.”

Refinement is enhanced with [Ford Active Noise Control](#),\* which uses three microphones strategically placed throughout the cabin to monitor engine noise in the interior, and directs opposing sound waves through the audio system to cancel out engine noise and improve cabin ambience.

Additional technologies designed to help reduce stress for drivers include [Front Wide-View Camera](#) – which can see around corners even when drivers cannot to potentially help avert collisions; Blind Spot Information System, [Traffic Sign Recognition](#), [Lane Keeping Alert](#), Lane Keeping Aid and [Driver Alert](#).

The Ford Edge Vignale is offered with two powerful diesel powertrains; 210 PS bi-turbo 2.0-litre TDCi six-speed PowerShift AWD and 180 PS 2.0-litre TDCi six-speed manual AWD. Both deliver 5.9 l/100 km (47.9 mpg) and 152 g/km CO<sub>2</sub>.

#### **Advanced technologies for comfort and security**

All Ford Vignale models deliver as standard the Ford's [SYNC 3 communication and entertainment system](#) that delivers faster performance and features a redesigned 8-inch touch screen enabling pinch and swipe gestures for the first time. Ford has drawn on more than 22,000 customer comments, and insights gained from research clinics and surveys to ensure the new version is the most user-friendly system to date.

SYNC 3 delivers faster performance, simplified commands, and supports five additional languages. Simply by pushing a button and saying “I need a coffee,” “I need petrol,” and “I need to park,” drivers can locate nearby cafés, petrol stations or car parks, and find train stations, airports, and hotels.

Drivers can operate SYNC 3's 8-inch touchscreen in the same way that they use their smartphones. A new interface features larger, easier to operate buttons and enables pinch and swipe gestures for the first time.

iPhone users can activate Apple CarPlay, the smarter, safer way to use your iPhone in the car allowing drivers to make phone calls, access music, send and receive messages, get directions optimised for traffic conditions, and more while they stay focused on the road. Android™ users can activate Android Auto™. Android Auto makes apps and services that drivers already know and love, accessible in safer and seamless ways including Google Search, Google Maps and Google Play. Software can be updated over-the-air via Wi-Fi.

Ford's [Intelligent All Wheel Drive](#) system delivers a seamless transition of torque between all four wheels to provide a more secure footing on the road especially in slippery conditions and can adjust torque delivery up to 50/50 between the front and rear wheels in under 20 milliseconds – twenty times quicker than it takes to blink.

### **Meticulous testing**

Each Ford Vignale vehicle is individually tailored to customer specification, and manufactured using a process that blends traditional craftsmanship with cutting-edge technology. The latest laser and camera technology supports the artisan's trained eye in closely examining every aspect of a Vignale vehicle from bodyshell and panel alignment to paint finish.

Passionate about precision and attention to detail, experts spend more than two hours hand-polishing the paintwork to create the perfect high-gloss finish; and also carefully scrutinise the fine detailing and stitching of individual laser-cut pieces of leather trim fitted to each seat.

Vignale models undergo 100 additional quality checks, and at Ford's production facility in Valencia, Spain, ostrich feathers – each measuring up to 76 centimetres in length and weighing less than 3 grams – are used to remove tiny dust particles from the Ford Vignale bodywork immediately before painting, resulting in an even smoother finish.

### **Expanded Ford Vignale range**

The new Ford Kuga Vignale and Ford Edge Vignale upscale sport utility vehicles expand the Ford Vignale portfolio to four models, following the introduction of the Ford Mondeo Vignale four-door and wagon in 2015, and Ford S-MAX Vignale seven-seat sports activity vehicle earlier this year.

The Ford Vignale model range is available to order at FordStores across Europe, and at customers' Ford retailer of choice. FordStores incorporate dedicated Vignale Lounges that deliver a personalised purchase experience supported by a Vignale Relationship Manager. Ford already has established 360 FordStores and expects to complete its roll-out of 400 early next year.

Ford also offers a dedicated lifestyle service that helps Ford Vignale customers across Europe efficiently arrange travel, event and lifestyle activities. Delivered in partnership with Total Management – a global event, lifestyle and travel agency – the service offers a carefully selected collection of experiences to Ford Vignale customers.

Additional customer benefits offered by Ford Vignale include the Vignale Service smartphone app for Apple and Android™ operating systems. The app delivers a direct link to online lifestyle content from the Vignale Magazine, in addition to offering driving tips and information; a dealership locator; and GPS-enabled services including Ford Vignale Park Me, fuel stations locator, and a one-touch connection with emergency services or Ford Vignale One Call.

Customers can now use Ford's new dedicated [Ford Vignale Internet destination](#) and online configurator to explore pricing and options – including the new design options introduced earlier this year that enable customers to further personalise the exterior styling of Ford Vignale models.

“Our customers have high aspirations, and they want more from Ford. On some vehicles, our top-of-the-line Titanium specifications make up 70 per cent of all sales,” said Jim Farley,

Chairman and CEO of Ford of Europe. “With Ford Vignale, we can offer them the absolute best of Ford in terms of luxury and personal service.”

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\*JATO Dynamics results are based on information provided by JATO Consult, the company's bespoke consulting service. Figures are based on 30 European countries. For more information please visit [www.jato.com](http://www.jato.com)

\*\*The declared Fuel/Energy Consumptions, CO<sub>2</sub> emissions and electric range are measured according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EC) 692/2008 as last amended. Fuel consumption and CO<sub>2</sub> emissions are specified for a vehicle variant and not for a single car. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO<sub>2</sub> emissions and electric range. CO<sub>2</sub> is the main greenhouse gas responsible for global warming.

#### **About Ford Motor Company**

*Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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