



**For immediate release:**

**Progressive Design Matched with Smart Technologies and Family-Friendly Features: Meet the All-New Ford Territory**

- The All-New Territory was created using Ford's new 'Progressive Energy in Strength' design philosophy
- Three key areas were focused on with the all-new Territory: commanding, agile, and responsive
- The Territory's interior is spacious, luxurious, and high-tech

**Riyadh, Saudi Arabia, November 14, 2022** – Ford today launched the all-new Territory – a spacious five-seater SUV that brings a commanding presence and smart technology to the segment.

“The all-new Ford Territory was built for young, smart, and connected customers. It has a modern design and advanced technology features that deliver a highly exciting and progressive customer experience,” said Ravi Ravichandran, Executive Director at Ford Middle East.

Maurizio Tocco, Chief Designer, Ford Territory, explained, “We really focused on three key areas that we felt were important for our customers when designing the all-new Territory. It had to have a commanding presence on the road, a sense of spaciousness inside, and smart technology that was integrated into the design”.

“We developed the all-new Territory under the grounds of the new ‘Progressive Energy in Strength’ design philosophy. Territory is designed to appeal to the modern customer and delivers a commanding presence, spacious cabin, and smart technology that is seamlessly integrated into the design.”

Design of the all-new Territory – like its predecessor – was led by the Ford Design Studio in Melbourne, Australia while engineering, testing and development of the Territory was conducted in global markets.

Developed by Ford Motor Company and its joint venture partner Jiangling Motors Corporation (JMC), the all-new Territory boasts the commanding presence, craftsmanship, and spacious, flexible interior that tech savvy customers expect.

**‘Progressive Energy in Strength’ key to Territory design**

The all-new Territory features Ford's new ‘Progressive Energy in Strength’ design philosophy, which is based on the rich heritage of the brand and its iconic designs. It embodies three fundamental design principles: commanding, agile, and responsive.

From front to back, a strong shoulder line enhances the power and progressive energy of the all-new Territory's contemporary design language. The elements in the body and rear of the vehicle emphasize 3D floating graphics and represent the youthfulness and energy of this small SUV. Innovative lighting technology is used for the rear headlamps, which focuses on the modern and advancement of the latest Ford models.

Territory's front-end is framed coast-to-coast by the integrated grille and LED daytime running lights, creating a signature light effect. The strong corners with integrated main lamps enhance the all-new Territory's look of readiness, purpose, and stability, explained Tocco.

From the side, the all-new Territory appears more athletic and expressive. Its sculpted body side, combined with the sharp crease that runs under the beltline and the powerful rear haunch, lend a dynamic aesthetic and sense of agility.

The panoramic greenhouse is finished off by a floating rear pillar graphic adding to the streamlined look of the vehicle in profile.

"Our goal with the all-new Territory's design was to create a commanding, forward-moving form that expresses energy and strength while providing space and comfort," said Tocco. "The strong, full-width signature frontal graphics and strong stance work together to give our vehicles a confident presence."

### **Interior blends expert craftsmanship with advanced technologies**

Designers worked to create a modern and spacious cabin where technology is seamlessly integrated.

At the center of the all-new Territory experience is a panoramic IVI display that integrates a 12.3-inch high-definition digital instrument cluster and a 12.3-inch touchscreen. The landscape infotainment screen is nestled into the soft-touch instrument panel. It can be operated by the user's finger or a rotary controller on the center console and helps to declutter the cabin by moving many vehicle controls into the screen.

The interior is dominated by strong horizontal lines that emphasize the cabin's width and sense of openness. Soft-wrapped inserts punctuated by stitching and technical finishes create a sense of layering, which contributes to deliver a smart modern and yet warm environment.

The double-deck console design incorporates convenient wireless phone charging with room for small, medium, and large objects as well as a dedicated space for handbags or other items. Indeed, there are 20 different storage spaces stashed around the inside of Territory while the spacious boot offers up to 448 litres of storage space.

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The cabin is designed with vigorous and well-matched color arrays that highlight the harmony of blue and wood, dark tones. The combination of white and other color options also creates a unique aesthetic contrast within the interior design.

“We wanted the all-new Territory’s interior to feel spacious, luxurious, and smart,” said Emily Lai, Color and Materials Manager, Ford Territory. “We achieved this through the coast-to-coast design of the instrument panel, high-tech digital instrument cluster and touchscreen, roomy interior, and soft-touch materials.”

The all-new Ford Territory will offer seven choices of exterior color, including: Panther Black, True Blue Metallic, Star White Metallic Tri-coat, Ruby Red Metallic Tinted Clearcoat, Autumn Brown Metallic, Diffused Silver Metallic, and Crystal Pearl White Metallic Tri-coat. A dark interior is available for Ambiente and Trend; Light Grey for Trend and Titanium; while Peacock Blue is exclusive to the Titanium version. The Ambiente and Trend Territory have vinyl-style seats while the Titanium comes with leather.

The all-new Ford Territory is available for sale in most of the Ford showrooms in the Middle East.

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