Ford All-Wheel Drive and Four-Wheel Drive Sales to Double, SUV Sales to Triple in Europe

- Ford expects sales of its all-wheel drive and four-wheel drive models in Europe to grow 120 per cent between 2014 and 2016
- Ford to offer all- or four-wheel drive on eight models by 2016 compared to three in 2012, enhancing on-road and off-road ability of models from Focus RS to Transit
- Ford also plans 200,000 sport utility vehicle sales in Europe by 2016 including the recently enhanced EcoSport and Kuga, and the all-new Edge
- Compact Ford EcoSport sport utility vehicle also to offer 140 PS 1.0-litre EcoBoost engine and premium Titanium S specification from 2016

LOMMEL, Belgium, Dec. 9, 2015 – Ford Motor Company expects to sell 139,000 all-wheel drive and four-wheel drive vehicles in Europe in 2016 – a 120 per cent increase compared to 2014.

Ford will by early next year offer eight out of 17 vehicle lines in Europe with sophisticated all-wheel drive or four-wheel drive technologies, compared to three models in 2012. Ford vehicles equipped with systems that help drivers tackle off-road terrain, improve grip on slippery roads, and even optimise performance for track driving, will include the all-new Ford Edge and Kuga sport utility vehicles (SUVs); Ford Galaxy, Mondeo and S-MAX passenger cars; all-new Focus RS high-performance hatchback; the new Ranger pickup; and the Transit van.

Ford also plans to sell 200,000 SUVs in Europe next year – a 200 per cent increase compared to 2013. The Ford EcoSport compact SUV – recently enhanced to offer styling upgrades, improved driving dynamics and new equipment for more comfort and convenience – will from next year be offered with a 140 PS version of Ford’s multi-award-winning 1.0-litre EcoBoost engine and in premium Titanium S specification.

Ford has recently started production of the large, upscale all-new Ford Edge for Europe, the third chapter in the company’s SUV expansion plan for the region, following the mid-size Kuga – now offered with Ford’s SYNC 2 connectivity system for the first time – and EcoSport.

Industrywide, SUV sales in Europe are expected to increase from 20 per cent of total passenger car sales in 2014 to 27 per cent by 2020, according to industry sales analyst IHS.

“With our range of sophisticated all-wheel drive and four-wheel drive systems, Ford is able to offer customers the right technology for their vehicles and their lives,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “Consumer appetites for SUV and all-wheel drive equipped vehicles are so strong that we plan to introduce five new vehicles in the next three years that will compete in the SUV and crossover space.”

AWD gains traction
Ford will by early next year offer all-wheel drive or four-wheel drive technology on almost 50 per cent of its passenger car and commercial vehicle line-up in Europe – enhancing driving experience, road-holding and off-road capability for customers.
The all-new 350 PS Ford Focus RS introduces Ford Performance All Wheel Drive with Dynamic Torque Vectoring to deliver a new level of handling capability and driver enjoyment. Twin electronically-controlled clutch packs on each side of the rear drive unit manage the car’s front/rear torque split, and also can control the side-to-side torque distribution on the rear axle – delivering the “torque vectoring” capability, which has a dramatic impact on handling and cornering stability.

The control unit in the rear drive system continuously varies front/rear and side-to-side torque distribution to suit the current driving situation, monitoring inputs from multiple vehicle sensors 100 times per second. A maximum of 70 per cent of the drive torque can be diverted to the rear axle. Up to 100 per cent of the available torque at the rear axle can be sent to each rear wheel.

“This all-wheel drive system is a breakthrough technology, capable of delivering supreme cornering and handling at the limit,” said Dave Pericak, director, Global Ford Performance. “We have ripped up the rulebook which says that all-wheel drive hatchbacks cannot be fun to drive, and have created a car that will surprise and reward in equal measure.”

The Ford Edge, Galaxy, Kuga, Mondeo and S-MAX offer Ford Intelligent All Wheel Drive, delivering a seamless transition of torque between all four wheels to provide a more secure footing on the road especially in slippery conditions. Intelligent All Wheel Drive measures how the car’s wheels are gripping the road surface 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.

By only delivering torque where and when it is needed, Intelligent All Wheel Drive has minimal impact on fuel-efficiency and CO2 emissions compared with permanent four-wheel drive systems. The Ford Transit also features a unique Intelligent All Wheel Drive system, offering class-leading traction and dynamics and featuring a selectable all-wheel drive lock mode for optimised grip in extreme conditions.

The Ford Edge large SUV will be offered in Europe with a choice of 180 PS 2.0-litre TDCi diesel engine with six-speed manual transmission, or 210 PS bi-turbo 2.0-litre TDCi diesel with six-speed PowerShift automatic transmission. Both powertrains will deliver 5.8 l/100 km (48.7 mpg) fuel efficiency and 149 g/km CO2 supported by Auto-Start-Stop.

All-new Edge will offer technologies including Adaptive Steering, Front Wide-View Camera and Pre-Collision Assist with Pedestrian Detection. All Edge models also are equipped with Ford’s Active Noise Control technology that detects unwanted engine noise in the cabin and cancels it out with opposing sound waves fed through the car’s sound system.

The new Ford Ranger – available to order now – delivers fuel consumption reductions of up to 17 percent* with a more efficient powertrain range enhanced by Auto-Start-Stop technology, new final drive ratio options and the introduction of Electric Power Assisted Steering.

A new EcoSport Titanium S specification will offer unique 17-inch black alloy wheels; a black painted roof and matching exterior mirror caps; privacy glass; unique chassis tuning; a Sony DAB digital radio audio system with Ford SYNC connectivity, 4-inch colour display and optional navigation; and Ford’s Rear View Camera when specified without the rear-swing gate mounted spare wheel. New paint options will
include vibrant Golden Bronze. Ford earlier this year made the EcoSport available to order without a rear-mounted spare wheel for the first time.

“EcoSport was developed in some of the most rigorous terrains and climates across the globe to make it an even more compelling option for customers as part of our growing European SUV range. In addition, the team at Lommel Proving Ground in Belgium have further enhanced the driving dynamics to make the new EcoSport even more fun to drive on European roads,” said Joe Bakaj, vice president, Product Development, Ford of Europe.

Further engine options include Ford’s 95 PS 1.5-litre TDCi offering 4.4 l/100 km (64.2 mpg) and 115 g/km CO2. The 1.5-litre Ti-VCT engine delivers 6.3 l/100 km (44.8 mpg) and 149 g/km CO2, and all engines meet Euro Stage 6 emissions standards. Ford sold 35,800 EcoSports between January and November 2015, three-times the number sold during the same period in 2014.

New tech and style for Kuga
Ford’s SYNC 2 connectivity enables Kuga drivers to operate phone, entertainment, climate and navigation systems using simple conversational language, and features an 8-inch colour touch screen that can help drivers manoeuvre by displaying a live feed from the Rear View Camera. The Kuga’s openable panorama roof has been revised to offer improved ventilation, and new Green Instinct and Shadow Black premium Mica paint colours are available.

The second–generation Ford Kuga debuted new Ford Intelligent All Wheel Drive technology in Europe in 2012, and also features Ford’s hands-free tailgate, Active Park Assist, Active City Stop and Traffic Sign Recognition.

Kuga is available with six-speed manual and PowerShift automatic transmissions and a range of advanced Ford engines including a 2.0-litre TDCi diesel offering 120 PS, 150 PS or 180 PS; CO2 emissions from 120 g/km; and from 4.6 l/100 km (61.4 mpg) fuel efficiency. Ford’s 1.5-litre EcoBoost petrol engine also is available with 150 PS or 182 PS; CO2 emissions from 143 g/km; and from 6.2 l/100 km (45.6 mpg). Ford sold 92,900 Kugas between January and November 2015, a 19 per cent increase over the same period in 2014.

###

* The declared fuel consumption and CO2 emissions 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 CO2 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 consumption and CO2 emissions. CO2 is the main greenhouse gas responsible for global warming. Results in MPG also correspond to this European drive cycle and are stated in imperial gallons. The results may differ from fuel economy figures in other regions of the world due to the different drive cycles and regulations used in those markets.

** Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. The Euro 20 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland.