



FORD MEDIA CENTER

## Satnav Breadcrumbs Tech Ensures Drivers Who Venture Off Road Can Easily Find Their Way Back Again

Breadcrumbs might not have been the best way for Hansel and Gretel to retrace their steps (spoiler alert: stones work much better). But they are perfect for enabling drivers to find their way back after venturing off-road.

When travelling cross-country, landmarks and track-markings can be difficult to distinguish, and regular satnavs may have limitations. But help is at hand. The new Ford Ranger Raptor drops a virtual pin every second so that drivers can more easily return to their starting point.

“Whether it’s for work or for sheer adventure, the new Raptor loves being let loose off#road,” said Leo Roeks, director, Ford Performance. “Breadcrumb navigation is a simple but effective way to help drivers know exactly how to retrace their route no matter where they are.”

The Ford Ranger is Europe’s most popular pickup, with more than 26,700 sold in the first half of 2019. \* Developed by Ford Performance, the new Ranger Raptor is designed to overcome the most challenging off-road terrains in the world. Powered by a Bi-turbo version of Ford’s 2.0-litre EcoBlue diesel engine and with a race-bred suspension featuring FOX shock absorbers, the Ranger Raptor is now on sale across Europe.

###

Ranger Raptor CO<sub>2</sub> emissions from 233 g/km, fuel efficiency from 8.9 l/100 km

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.

Since 1 September 2017, certain new vehicles are being type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) according to (EU) 2017/1151 as last amended, which is a new, more realistic test procedure for measuring fuel consumption and CO<sub>2</sub> emissions. Since 1 September 2018 the WLTP has begun replacing the New European Drive Cycle (NEDC), which is the outgoing test procedure. During NEDC Phase-out, WLTP fuel consumption and CO<sub>2</sub> emissions are being correlated back to NEDC. There will be some variance to the previous fuel economy and emissions as some elements of the tests have altered i.e., the same car might have different fuel consumption and CO<sub>2</sub> emissions.

\* 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.

## About Ford Motor Company

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, 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 51,000 employees at its wholly owned facilities and consolidated joint ventures and approximately 65,000 people when unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 23 manufacturing facilities (17 wholly owned or consolidated joint venture facilities and six 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.*