



Ford Breaks New Ground With Exciting Interactive Film Series to Showcase All-New Puma ST Performance SUV

- Ford releases an interactive film series that enables viewers to direct their own car chase and safeguard the secret at the heart of Ford's latest performance vehicle
- The *Next Level* series of films for social media platforms blends real and virtual worlds to demonstrate the all-new Puma ST SUV and offer viewers multiple story paths
- Professional movie stuntwoman and precision driver Lucy Jayne Murray stars and takes the wheel to demonstrate Puma ST's thrilling and practical capabilities

COLOGNE, Germany, Sept. 24, 2020 – Ford of Europe has released an interactive film series that invites viewers to steer their way through a thrilling pursuit and help keep the secret of the company's new performance vehicle from falling into the wrong hands.

The *Next Level* series of films sees the all-new Puma ST performance SUV pursued through real and virtual landscapes for its secret qualities – epitomised by an ST brand for which the company has developed an enviable reputation.

Start your interactive Puma ST adventure here: <https://www.youtube.com/watch?v=TyKLDdRAOs8&list=PLSDdJ-bq9Y19113gA7MQHrtCnpzwtJ6KM>

“The all-new Puma ST presents a significant and exciting new chapter in our ST story – and an interactive film series is the perfect way to communicate to our customers a sense of what makes this car special,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe.

Designed as a dedicated digital reveal experience for social media platforms, *Next Level* features multiple film chapters that enable viewers to explore and discover a range of unique stories. Backdrops for the car chases transcend real-life locations – including London and Millbrook Proving Ground, in the UK – to include futuristic virtual landscapes.

The approach, a first for Ford, ensured that filming both adhered to COVID-19 guidelines and that an interactive, digital reveal, would enable performance fans far and wide to quickly and easily engage with the car. The Puma ST is the hero vehicle in the story, carrying a mysterious glowing case stowed in the car's signature Megabox storage area.

Lucy Jayne Murray. Murray, who has appeared in Marvel's *Black Widow* movie, and has *Wonder Woman* and *Tomb Raider* credits to her name, has stunt-doubled for some of the top actresses in Hollywood.

“Ford has an incredible performance heritage and the Puma ST was a joy to drive – taking it through corners in particular, this car handled itself like it was born for the part,” said Murray. “Filming the more dynamic driving sequences really enabled me to see what this car can do and throughout every manoeuvre it handled perfectly.”

The *Next Level* series features a unique soundtrack composed by Italian electronic music producers **Stereocalypse**. Inspired by 1980s sounds and imagery, Stereocalypse have developed a signature sound on the underground dance music scene with regular collaborations with DJs and record labels across Europe including Innervisions of Berlin and French super-producer Agoria.

“Necessity really is the mother of invention. We needed to come up with a story that would both ensure we could film while adhering to COVID-19 protocols, while finding a solution that would reach the widest possible audience. It was

quickly apparent that creating a virtual world that viewers navigate themselves – and could easily access online – would be ideal,” said Chris Love, associate creative director at Makerhouse and co-writer of *Next Level*.

Puma ST is Ford Europe’s first performance SUV, delivering 200 PS, 6.7-second 0-100 km/h acceleration, segment-first mechanical LSD option and drive modes from Eco to Track for ultimate versatility. It is available to order now for deliveries before the end of 2020.

All filming took place under controlled conditions on closed roads using professional stunt drivers and should not be re-enacted.

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Puma ST anticipated fuel efficiency from 6.0 l/100 km and CO₂ emissions from 134 g/km NEDC (6.9 l/100 km and 155 g/km WLTP)

Homologated fuel efficiency and CO₂ data will be published closer to on-sale date.

The declared fuel/energy consumptions, CO₂-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. Light Duty Vehicle type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) will have fuel/energy consumption and CO₂-emission information for New European Drive Cycle (NEDC) and WLTP. WLTP will fully replace the NEDC latest by the end of the year 2020. The applied standard test procedures enable comparison between different vehicle types and different manufacturers. During NEDC phase-out, WLTP fuel consumption and CO₂ 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, so the same car might have different fuel consumption and CO₂ emissions.