



Put the Fun in Functional: How Ford EcoSport Fits Your Day to Night to Weekend Lifestyle

CAIRO, Egypt, March 10, 2019 – In a world where the mobile phone has replaced the camera, diary, calculator, media player and a myriad of other devices, car owners want a vehicle designed to make every day a little easier.

With its effortless maneuverability in the city, high fuel efficiency and secure handling on the open road, it's easy to see how EcoSport, Ford's stylish compact SUV, travels seamlessly from weekday commutes to nights on the town to weekend fun.

On the road in the urban jungle

You're up before sunrise and ready to take on the day. And the energetic EcoSport will be right there with you. Its award-winning 1.0-litre EcoBoost 125 PS petrol engine not only provides exceptional power, it's also highly fuel-efficient and environmentally responsible with low carbon emissions.

And after you've arrived downtown, crowded streets and tight parking spaces are no problem for EcoSport, with its easy maneuverability and agile handling. Lots of special features make urban driving safer and more convenient, like automatic headlights, rain-sensing wipers and rear parking distance sensors.

Nights out on the town

Your personal style is clear. It's in the way you tackle new work projects with energy and confidence. It's in your clothes, favorite restaurants and activities – and the car you drive. With EcoSport, you can take your unique style on the road.

Showing your true colors is easy. Express your fun-loving spirit with a hue like Lightning Blue, or show your sporty style with Ruby Red and the Frozen White is the right choice if quiet elegance is more your style. Luxe Yellow is a unique colour that makes the EcoSport stand out in any crowd.

To go from day to night with ease, there are over 20 compartments that offer plenty of space to stash your stuff. Extra coffee cups, shoes, glasses and gear?. And the media bin makes it easy to stay connected with friends while on-the-go, with an illuminated USB port for easy smartphone charging and storage, and an aux-in jack for media players.

SYNC 3's dash-mounted eight-inch floating screen plays a starring role in keeping everyone entertained, while its compatibility with Apple CarPlay and Android Auto means you can integrate your phone and car for seamless connectivity.

Weekend road warrior

The weekend is here, and EcoSport is ready to explore. Offering the rugged versatility of an SUV, plan your next trip knowing that your on-road travel companion is not only fun to drive, but also safe and reliable.

Roof rails let you load up extra luggage and gear for mountain biking, surfing or trying something new.

Helpful driver-assist technologies (DATs) give you extra peace of mind when tackling rough terrain or bad weather. Hill launch assist temporarily prevents you from rolling backwards (or forwards) when making a hill start, especially helpful

when driving bumper-to-bumper in the city and on steep hills. The system works by applying brake pressure for an extra 2.5 seconds, giving you more time to move your foot from brake pedal to accelerator.

For more support on challenging terrain, Roll Stability Control™ automatically detects wheel-slippage, while adjusting torque and braking to gain control and traction, which supports driving on all road surfaces, including gravel, rain and even ice and snow.

EcoSport is ready to go. What's next on your calendar?

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