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Electric Ford Puma Gen-E Ready to Pounce

- New Puma Gen-E takes Ford's much-loved, best-selling car in Europe fully electric. This complements the EcoBoost Hybrid options giving Puma fans a range of powertrain choices
- Electric Puma offers up to 376 km of range from a full charge before needing a top-up, with a 10-80 per cent charge taking approximately 23 minutes on a 100 kW DC fast charger
- Puma customers love its style – Puma Gen-E levels up with unique, sporty design elements. Next-gen cabin is seamlessly connected, supercharges space with new GigaBox

COLOGNE, Germany, Dec. 3, 2024 – Ford today revealed the latest member of its electric vehicle line-up – the all-electric Puma Gen-E – bringing zero emission driving to Ford's best-selling car in Europe ¹ for the first time.

The electric Puma Gen-E reenergises the fun to drive character and evolves the distinctive Puma exterior design that have made the compact crossover a hit with customers across Europe.

A new electric powertrain supercharges the Puma driving experience and delivers exceptional efficiency of 13.1 kWh/100 km. Puma Gen-E offers up to 376 km on a full charge ² so that long journeys are well within reach, while up to 523 km of city range ² means days of charge-free urban trips.

Connected to a fast charger, a 10-80 per cent charge takes approximately 23 minutes, ³ while seamless acceleration of 0-100 km/h in 8.0 seconds and quicker steering response delivers the essence of Puma ST in electric form.

For the busy city dweller or young family, Puma Gen-E offers even greater space efficiency thanks to the compact electric powertrain. Puma's innovative MegaBox boot storage space has been boosted to become GigaBox, meaning up to 574 litres ⁴ of room for luggage with the rear seats in place – more than some larger SUVs can offer. A 43-litre frunk ⁴ makes good use of the space vacated by the petrol engine, ideal for storing accessories so they can be retrieved even if the boot is full.

“Puma is a success story, loved for its sporty design and driving characteristics combined with unique practicality and class-leading boot storage,” said Jon Williams, general manager, Ford Blue and Model e, Europe. “Puma Gen-E is our best ever Puma, with the most fun-to-drive experience yet, combined with an incredibly energy-efficient electric powertrain. And the new, even bigger GigaBox offers unmatched luggage capacity.”

The exterior design captures the spirit of the latest-generation Puma with twists that make it more distinctive and aerodynamic. A bold “shield” design replaces the conventional grille, giving a fresh face and taking inspiration from the Ford Mustang Mach-E electric SUV.⁵ A sporty rear spoiler and unique alloy wheel designs add to the electric vibe, and help the electric Puma slice through the air more efficiently for even better performance.

Digital experience for the always connected

Inside, the crisp and modern design continues with two high-definition display screens within easy reach of the driver so they always feel in control. Ford’s latest generation SYNC 4⁶ infotainment system has cloud-connected navigation⁷ to give Puma Gen-E the edge over city traffic, with wireless Apple CarPlay and Android Auto⁸ meaning apps and information sync between smartphones and the car without using cables. Alexa Built-in⁹ allows drivers to use voice commands to find out when their favourite restaurant is open or add items to their shopping list.

The new, raised centre console provides convenient storage space to put those personal items that would otherwise clutter up pockets. The armrest slides to find the most comfortable position on a long cruise, and there’s wireless phone charging¹⁰ so phones are topped up at the end of the journey.

Puma Gen-E also makes driving easier in and out of the city. A simplified electronic shifter behind the steering wheel makes switching between drive, neutral and reverse as effortless as reaching for the indicators, with fingertip control. Selectable one-pedal driving makes floating through city traffic even more convenient no matter which of the four drive modes you are cruising in.

Available Intelligent Adaptive Cruise Control with Stop & Go and Lane Centring^{11,12,13} accelerates and brakes smoothly to feel more natural, and can use Predictive Speed Assist¹¹ to adjust cruising speed for curves in the road, roundabouts, and when entering or leaving highways. In the city, an available 360-degree surround-view camera system can display a bird’s eye view for getting in and out of those awkward multistorey spaces.

Optional Dynamic Matrix LED headlight technology uses Predictive Dynamic Bending Light to monitor the road ahead and shine more light where it’s needed most, and adjusts the beam pattern for the best view whether crossing the city or on an unlit highway.

Built at Ford Otosan’s state of the art assembly plant in Craiova, Romania, using electric drive units built at Ford’s facility in Halewood, UK, Puma Gen-E represents another step in Ford’s electric vehicle roll-out. Puma Gen-E is available to order from today with deliveries beginning in spring 2025.

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¹ According to Ford sales data.

² Based on full charge of Puma Gen-E. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to factors such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

³ Charge time based on manufacturer computer engineering simulations. The charging rate decreases as battery reaches full capacity. Your results may vary based on peak charging times and battery state of charge.

⁴ Cargo and load capacity limited by weight and weight distribution.

⁵ Up to 600 km driving range based on full charge of Mustang Mach-E Extended Range. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to factors such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

⁶ Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

⁷ Connected service and features depend on network availability and compatible plan. 5G not available everywhere. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. Available Wi-Fi hotspot requires separate subscription.

⁸ Requires phone with active data service and compatible software. SYNC does not control 3rd party products while in use. 3rd Parties are solely responsible for their respective functionality. Android Auto is a trademark of Google LLC. Apple CarPlay is a trademark of Apple Inc., registered in the U.S. and other countries.

⁹ To use Alexa Built-in, drivers need to activate FordPass within their vehicle using the FordPass smartphone app or in-vehicle settings. Access to Alexa requires an Amazon account, SYNC 4 or SYNC 4A, FordPass, and complimentary Connected Service activated through the FordPass app (see FordPass Terms for details). Additional products and setup may be required. Amazon, Alexa and all related logos and marks are trademarks of Amazon.com, Inc. or its affiliates.

¹⁰ Available Qi wireless charging may not be compatible with all mobile phones.

¹¹ Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See owner's Manual for details and limitations.

¹² Lane-Keeping System does not control steering.

¹³ If stop is longer than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

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Contact: Stefan Tinnemann
Ford in Europe
+49 (0) 160 9083 1279
stinnema@ford.com