

NEW ECOSPORT



Courtesy of Ford Middle East



Go Further



It's been at the back of your mind for a long time now. Silently nagging away. Gnawing at your subconscious.

You want something new. Something different. A car that feeds your imagination.

Titanium. Mars Red Metallic. Available equipment.

ECOSPORT

Where imagination becomes reality.

EcoSport is new. Different. Imaginative. Designed from the ground up with driving fun in mind. Smaller, more maneuverable and – with a responsive 1.5L petrol engine and a choice of manual or automatic transmissions – more fuel-efficient than conventional sport utility vehicles.



Titanium. Sea Grey Pearl Metallic. Available equipment.

In great shape.

Making a sport utility vehicle aerodynamic is a challenge. This is why the EcoSport design team spent 160 hours in a wind tunnel tweaking a millimeter here and a millimeter there to optimize airflow. And it is why they spent a further 10,000 hours on computational fluid dynamics to find the perfect silhouette. This meticulous attention to detail has resulted in a drag coefficient of only 0.37, helping EcoSport slip through the air with fuel-saving efficiency.

One size fits all.

At just 3,998 mm long and 1,765 mm¹ wide, EcoSport only takes up a small footprint. This makes it ideal for parking in confined spaces on busy city streets. But compact on the outside doesn't mean squeezed on the inside. EcoSport can comfortably accommodate 5 adults with ease – plus, with a best-in-class luggage capacity of 705 L² it can swallow up their belongings too.

Made to measure.

Driving along narrow city streets can be a daunting proposition in a conventional sport utility vehicle. This is precisely where EcoSport is designed to excel. In addition to its compact dimensions and commanding view out, EcoSport also comes with the advantage of electric power-assisted steering (EPAS). EPAS delivers full power for effortless maneuvering at parking speeds, and steadily weights up for optimum comfort and feel once you're on the move.

¹Excluding sideview mirrors.

²With rear seats folded and tumbled forward. Measured in accordance with the VDA method.



Commanding respect.

Raised ride-height means you enjoy a commanding driving position in EcoSport, with the additional benefit of a great view out. It also gives you 150 mm of ground clearance for crossing speed bumps and potholes – and the 550 mm wading depth may come in handy when confronted by wetter obstacles. Remote Control Locking, cruise control¹ and power windows add to the overall feeling of comfort and convenience.



6 SPEAKERS¹



6 AIRBAGS¹

FOLD-FLAT  2ND ROW

Titanium. Available equipment.

¹Available feature.



In tune with you.

Voice-activated Ford SYNC^{®1} helps you stay connected wherever your EcoSport takes you. With SYNC, there's no more searching for your phone. No device on your ear. Once paired, SYNC recognizes your phone and automatically transfers your contacts to support voice calling.

SYNC even lets you continue your mobile phone conversation as you get into your EcoSport – without the need to hang up – because the system instantly connects to your phone once you start the car. It also plays music from your phone, MP3 or USB.

¹Available feature. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice commands, when it is safe to do so. Not all features are compatible with all phones. Microsoft is a registered trademark of Microsoft Corporation.

SYNC
POWERED BY **Microsoft**

Titanium. Moon dust Silver Metallic. Available equipment.





Making driving more fun.

Imagine a car that unlocks automatically as you pull on the door handle – and then lets you start the engine at the touch of a button. You've just imagined our keyless entry and push-button start.¹ With this technology, all you need is the correct key fob in your possession to get in and start your car.

¹Available feature.

Do you ever wish you had a high-tech automatic transmission that could save fuel and reduce CO₂ emissions compared to a conventional automatic? Our advanced PowerShift 6-speed automatic transmission¹ with SelectShift[®] capability does exactly that – and even allows manual shifts should the mood take you.

Have you ever conjured up images of a car interior that has been carefully designed with daily use in mind? How about features like a cooled glove box which can keep up to 6 beverage cans chilled, so you're unlikely to ever get thirsty on a long trip? Or maybe shopping hooks in the luggage area to help secure your purchases when you're on the way home? Or more than 20 different storage spaces to keep things tucked away?

Do you like the idea of air conditioning as standard? Or the availability of electronic automatic temperature control,¹ which lets you adjust the temperature to your preferred setting? And how about an Anti-Lock Brake System (ABS), Electronic Stability Control (ESC)¹ and up to 6 airbags?¹

If you do, take a look at what EcoSport has to offer...



Trend in Mars Red Metallic customized with roof crossbars, headlamp protectors, smoked side window deflectors and roof-mounted bike carriers by THULE®¹

Sports pedal covers

Carpeted floor mats

Trunk tray

Hood protector

Exterior

- Mud guards
- Racks and carriers¹
- Rear spoiler
- Spare wheel cover¹
- Trailer towing accessories
- Wheel lock kit

Interior

- Cargo organizers and protectors
- Door-sill plates

Electronics

- Bumper-mounted warning sensor systems¹

EcoSport Specifications

Standard Features

Mechanical

- Anti-Lock Brake System (ABS) (manual transmission)
- Anti-Lock Brake System (ABS) and Electronic Stability Control (ESC) with hill launch assist (automatic transmission)

- Battery saver
- Electric power-assisted steering (EPAS)
- Front stabilizer bar
- Power front disc/rear drum brakes

Seating

- 2-way manual front-passenger seat
- Front-passenger seat slide-out storage drawer
- 2nd-row 60/40 split-fold seat

Interior

- Center console
- Console ashtray
- Cooled glove box
- Driver and front-passenger sun visors with vanity mirrors

Headlamp leveling control

- Load compartment tie-downs
- Power door locks
- Steering column reach/rake adjust
- Theater-dimming lighting

Exterior

- Body-color front and rear upper bumpers with self-colored lower bumpers
- Emergency brake light (flashing brake light)
- Front and rear tow loops
- Heated rear window
- Laminated windshield
- Power sideview mirrors with turn signal indicators and integrated blind spot mirrors
- Power swing-gate release
- Rear fog lamp
- Rear intermittent wiper
- Tinted glass

Safety & Security

- 2-way adjustable outboard head restraints
- 3-point safety belts
- Airbags² – Single-stage driver and front-passenger front
- Child-safety rear door locks
- Engine immobilizer
- ISOFIX hard-point attachments (outboard rear seats only)
- Side-intrusion door beams

Engines & Dimensions

Horsepower & Torque

1.5L Ti-VCT I-4 Engine

- 109 net hp @ 6,300 rpm
- 105 lb.-ft. of net torque @ 4,500 rpm

Exterior (mm)

Wheelbase	2,521
Length	3,998
Height	1,645
Width – Excluding mirrors	1,765
Width – Including mirrors	2,057

Interior	Front/Rear
Head room	1,008/971
Shoulder room	1,355/1,302
Leg room	1,043/956

Capacities (liters)

Cargo volume behind front seats	705
Cargo volume behind rear seats	362



accessories.ford.com

¹Ford Licensed Accessory. Availability varies by market. THULE is a registered trademark of Thule Sweden AB.

²Always wear your safety belt and secure children in the rear seat.

The images in this brochure depict selected models of the vehicle. They have been chosen to give a general overall impression of the vehicle and may include features or optional equipment not necessarily released for use in any specific market. The specifications detail the models and features available in your market and were correct at the time of printing. Ford Motor Company's policy is one of continuous product development. Therefore, Ford reserves the right to change the specifications and colors of any models and items shown in this publication at any time. It is important to check with your local Ford Dealer for the latest information on models available for order in your market. Comparisons are based on 2013 competitive models.

Ambiente & Trend



Trend. Kinetic Metallic. Available equipment.

Underseat storage, door pockets and cooled glove box.

¹Always wear your safety belt and secure children in the rear seat.

Ambiente

Includes all standard features, plus:

Seating

2-way manually adjustable driver's seat
Front-passenger seat back map pocket

Interior

AM/FM stereo/single-CD player with MP3 capability and 4 speakers
Auxiliary audio input jack
Front floor mats
Ingot-painted instrument panel, air vents and door trim appliqué
Manual air conditioning
Manual headlamp control
Power windows
Windshield wipers – Front 6-speed variable-intermittent

Exterior

15" steel wheels with wheel covers and 195/65R15 low rolling resistance tires
Black door handles
Black sideview mirrors
Black upper and lower grille

Safety & Security

Belt-Minder[®] safety belt reminder for driver
Remote Control Locking with 1 flip key and 1 plain key

Available Package

Marketing Flex Pack 14 includes 16" Style 1 alloy wheels with 205/60R16 ATR tires

Available Options

1.5L Ti-VCT I-4 engine with 5-speed manual transmission
1.5L Ti-VCT I-4 engine with PowerShift 6-speed automatic transmission with SelectShift[®] capability

Trend

Includes select Ambiente features, plus:

Seating

4-way manually adjustable driver's seat
Driver's seat back map pocket

Interior

AM/FM stereo/single-CD player with MP3 capability and 6 speakers
Cruise control (automatic transmission)
Ford SYNC[®] voice-activated in-vehicle communications and entertainment system with USB port
Leather-wrapped steering wheel
Load compartment light
Overhead console with sunglasses storage
Power windows with driver 1-shot-up/-down feature
Steering wheel with audio controls
Sterling Silver-painted instrument panel, air vents and door trim appliqué

Exterior

16" Style 1 alloy wheels with 205/60R16 ATR tires
Black roof rack
Body-color door handles
Body-color sideview mirrors
Front fog lamps
Light finish upper and lower grille

Safety & Security

Airbags¹ – 2-row side-curtain
Airbags¹ – Front-seat side
Anti-theft perimeter alarm

Available Package

Marketing Flex Pack 15 includes DALI light, and Sunset Silver-painted instrument panel, air vents, door trim and steering wheel appliqué

Available Option

1.5L Ti-VCT I-4 engine with PowerShift 6-speed automatic transmission with SelectShift capability



15" Steel with Wheel Covers
Standard on Ambiente



16" Style 1 Alloy
Standard on Trend
Available on Ambiente

Titanium

Includes select Trend features, plus:

Mechanical

1.5L Ti-VCT I-4 engine with PowerShift 6-speed automatic transmission

Seating

Driver's manual lumbar adjust
Driver's seat armrest

Interior

Auto-dimming rearview mirror
Auxiliary powerpoint in luggage compartment
Bluetooth® interface connection
Courtesy lights with 2 map lights
Electronic automatic temperature control
Fuel computer
Keyless entry and push-button start
Rain-sensing front windshield wipers
Rear floor mats

Exterior

16" Style 3 alloy wheels
Automatic headlamps
Chrome upper and lower grille
Front fog lamps with chrome bezel
Rear parking sensors
Silver roof rack
Titanium badge

Safety & Security

Belt Minder® safety belt reminder for front passenger

Available Package

Marketing Flex Pack 16 includes leather-trimmed seats with perforated inserts, Dark Leather/Red interior trim, soft touch front-door armrests and vinyl rear-door armrests



16" Style 3 Alloy
Standard

Charcoal Black leather trim with perforated inserts. Marketing Flex Pack 16 shown. Available equipment.

Push-button start, center console stowage and fuel computer.

The Bluetooth word mark is a trademark of the Bluetooth SIG, Inc.

Exteriors This helpful guide is intended for selecting an exterior color – not features, options or a trim level.



Diamond White



Moondust Silver Metallic



Chill Metallic



Bright Yellow



Mars Red Metallic



Kinetic Metallic

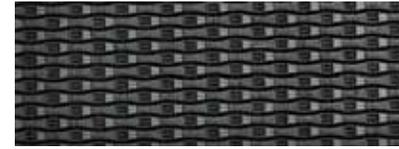


Sea Grey Pearl Metallic

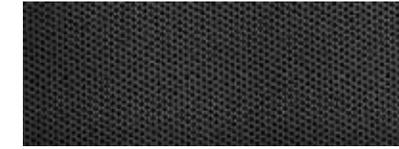


Panther Black Metallic

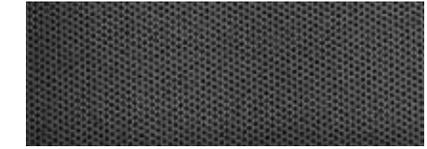
Interiors



1 Dark Shadow Cloth



2 Charcoal Black Cloth



3 Warm Neutral Grey Cloth



4 Charcoal Black Cloth



5 Charcoal Black Leather with Perforated Inserts

Exteriors	Interiors		
	Ambiente	Trend	Titanium
Diamond White	1	2 3	4 5
Moondust Silver Metallic	1	2 3	4 5
Chill Metallic	1	2 3	4 5
Bright Yellow	1	2 3	4 5
Mars Red Metallic	1	2 3	4 5
Kinetic Metallic	1	2 3	4 5
Sea Grey Pearl Metallic	1	2 3	4 5
Panther Black Metallic	1	2 3	4 5

3 Optional on Trend. Material not available at time of printing. Color is representative only.
 4 Optional on Titanium.
 Colors are representative only. See your dealer for actual paint/trim options.



Titanium. Mars Red Metallic. Available equipment.

GO FURTHER



ECOSPORT

إلى أبعد مدى



QUALITY, GREEN, SAFE & SMART.

الجودة، ومراعاة البيئة، والأمان، والذكاء.

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Ford Genuine Parts & Service. Keep your vehicle in optimum operating condition with scheduled maintenance service. Ford and Lincoln Dealership technicians know your vehicle inside and out. They are continuously trained by Ford Motor Company and the parts they use are specifically designed for your vehicle. □ Genuine Ford Accessories will be warranted for whichever provides you the greatest benefit: 12 months or 20,000 km (whichever occurs first), or the remainder of your Bumper-to-Bumper 3-year/60,000-km New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are fully designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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خدمة الصيانة وقطع الغيار الأصلية من فورد، حافظ على حالة التشغيل المثلى لسيارتك بفضل خدمة الصيانة المجدولة، إن فنّي وكالة فورد ولينكولن يعرفون سيارتك عن ظهر قلب. هم يخضعون باستمرار للتدريب من قبل شركة فورد والقطع التي يستعملونها مصممة خصيصاً لسيارتك. □ تكفل أكسسوارات فورد الأصلية بحسب ما يؤمن لك المنفعة الكبرى: 12 شهراً أو 20,000 كلم (أيهما أسبق). أو ما تبقى من الكفالة الخاصة بالسيارة الجديدة من المصد إلى المصد التي تغطي السيارة لمدة 3 سنوات / 60,000 كلم. ويشار إلى أن الأكسسوارات المرخصة من فورد (FLA) تغطيها كفالة الشركة المصنعة للأكسسوارات. كما أن هذه الأكسسوارات مصممة ومطورة بالكامل من قبل الشركة المصنعة لها، ولم يتم تصميمها أو اختبارها تبعاً للمتطلبات الهندسية الخاصة بشركة فورد. يرجى الاتصال بوكيل فورد المحلي لديك للحصول على تفاصيل و/أو نسخة عن الكفالات المحدودة.

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تمت الطباعة في الإمارات العربية المتحدة

صدر هذا الكتيب عن قسم عمليات التصدير ومبادرات النمو العالمية، لدى فورد موتور كومباني