



## Ford Reveals Next Generation Fiesta, Smart Mobility News, Mustang Special Editions and More at ‘Go Further’ Event

- Ford reveals the next generation Ford Fiesta in four production variants – upscale Vignale, sporty ST-Line, stylish Titanium and Active crossover – at “Go Further” event in Cologne
- Company outlines latest findings on life-enhancing qualities of self-driving cars, announces testing of autonomous cars on European roads will begin next year
- Ford reveals new special edition Ford Mustang Black Shadow and Blue Edition models; new Transit Custom Black Edition and expanded Sport series
- Multi-award-winning 1.0-litre EcoBoost petrol engine will be the first three-cylinder engine in the world to enhance fuel efficiency with innovative cylinder deactivation technology
- Ford GT and heritage Ford GT40 race cars join exclusive LEGO Speed Champions range of models celebrating Ford’s emphatic win at Le Mans in 1966 and 2016

**COLOGNE, Germany, Nov. 29, 2016** – Ford Motor Company today delivered the global debut of the next generation Ford Fiesta at a special “Go Further” event in Cologne, Germany.

Jim Farley, executive vice president and president, Europe Middle East and Africa, Ford Motor Company, was joined by Mark Fields, president and chief executive officer, Ford Motor Company, to unveil four new production versions of the next generation Fiesta to an audience of 2,500 dealers, employees and media at the company’s Cologne Niehl manufacturing facility – the home of Fiesta.

Supported by members of the Ford teams from around Europe who have helped to transform the company, Ford at Go Further also:

- Revealed new research that underscores the potential for Ford’s self-driving vehicle technologies to improve quality of life for customers and announced testing of autonomous cars on European roads will begin next year
- Unveiled the exclusive new Ford Mustang Black Shadow Edition and Blue Edition models; the distinctive and sporty new Ford Transit Custom Black Edition and Sport series vans; and the new Ford Edge ST-Line sports utility vehicle (SUV)
- Announced new cylinder deactivation technology for the the multi-award-winning 1.0-litre EcoBoost – an industry first for a three-cylinder engine
- Revealed that the Le Mans-winning 2016 Ford GT and 1966 Ford GT40 race cars will be available as part of the exclusive LEGO Speed Champions range of models

“Four years ago, at the first Go Further event, Ford promised a leaner, smarter business in Europe with great products and new technologies – and we’ve over-delivered through the talent, ingenuity and passion of our people,” Farley said. “We have delivered an all-new SUV line-up; set the performance car segment alight with our Focus RS and Ford Mustang; strengthened the backbone of our business with our award-winning commercial vehicle range; and re-written the

rulebook on compact engines with our 1.0-litre EcoBoost – and that’s before we get to the next generation Fiesta.”

### **Not one, not two, but four fun to drive Fiestas**

Ford revealed four distinctive production variants of the next generation Fiesta: the stylish Fiesta Titanium, the Ford Performance-inspired Fiesta ST-Line, the upscale Fiesta Vignale and the Fiesta Active crossover.

Featuring an elegant exterior, and ergonomic interior that offers an 8-inch floating high-definition touchscreen and Ford’s sophisticated SYNC 3 communications and entertainment system, Fiesta also will be the first Ford to deliver a premium B&O PLAY Sound System.

The expanded Fiesta range will offer more personalisation options to customers than ever before, and enhances the sporty, fun to drive character that has delighted generations of customers.

The next generation Ford Fiesta debuted with a spectacular unveil to music performed by the award-winning DJ Yoda assisted by a “YuMi” collaborative robot. Ford is among first auto makers to develop a new, closely integrated approach to car workers and collaborative robots working together on the assembly line. DJ Yoda and “YuMi” performed a setlist of tracks from 1976 onward in celebration of Fiesta’s 40<sup>th</sup> anniversary this year.

### **Smart Mobility for improved quality of life**

A new Ford-commissioned European survey\* has revealed that that drivers believe enjoying passing scenery, catching up with family and friends, and reading a book are among the main perceived benefits of travelling by self-driving car.

Ford also announced the company will begin expanding testing of autonomous cars to European roads next year, in addition to extensive testing in the U.S.

Ford is currently [expanding into both an auto and a mobility company](#); as such the company is aggressively pursuing emerging opportunities through Ford Smart Mobility – its plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. The company is committed to making self-driving cars available for millions of people and earlier this year announced plans to [triple its autonomous vehicle development fleet](#) making it the largest of all automakers.

### **Special edition Ford Mustangs for Europe**

Ford revealed two new special edition Ford Mustang models with unique styling and premium specification for customers in Europe.

The new Ford Mustang Black Shadow Edition offers unique black body details, including 19-inch alloys wheels and Pony emblem. The distinctive Ford Mustang Blue Edition model offers a Grabber Blue body with sporty body stripes, channelling the spirit of classic Ford Mustang models that featured eye-catching “Grabber” colours.

Both models offer high specification including Ford’s 421 PS 5.0-litre V8 engine, SYNC 3 communication and entertainment system, heated and cooled front seats, a premium audio system, and a premium black leather interior. Almost 23,000 Ford Mustangs have been sold and ordered in Europe since the iconic sports car’s launch in summer of 2015.

### **New Transit Custom Black Edition and expanded Sport series**

The dynamic new Transit Custom Black Edition van offers four eye-catching colour schemes with contrasting roof, mirror caps, skid plate and side stripes, and unique black 17-inch alloy wheels.

The Transit Custom Sport series van with signature twin bonnet stripes can also now be ordered in a much wider choice of bodystyles, including van, kombi and double-cab-in-van models in both short and long wheelbase versions. The Tourneo Custom people mover can be specified with the same Sport package.

These striking new Transit Custom and Tourneo Custom models are powered by the game-changing 170 PS Ford EcoBlue diesel engine, and Tourneo Custom is also now offered with new features and technologies including a six-speed SelectShift automatic transmission, a unique-to-segment rear air suspension system, and attractive new 17-inch alloy wheels.

Ford also revealed the new Ford Edge ST-Line SUV – which joins the Ford Fiesta ST-Line, Focus ST-Line, Mondeo ST-Line and Kuga ST-Line models – delivering Ford Performance-inspired styling, high specification and powerful engines.

### **Award-winning 1.0-litre EcoBoost inspires industry-first innovation**

Ford powertrain engineers have defied industry expectations to deliver cylinder deactivation technology that will improve fuel efficiency and CO<sub>2</sub> emissions for the multi-award-winning 1.0-litre EcoBoost engine, without sacrificing refinement.

Ford's compact and powerful 1.0-litre EcoBoost will be the first three-cylinder engine in the world to feature cylinder deactivation. The technology can disengage or re-engage the cylinder in 14 milliseconds – 20 times faster than the blink of an eye – and combined with advanced solutions to counteract vibrations, will be imperceptible to drivers in terms of operation and engine performance.

### **Ford GT racers join exclusive LEGO range**

Ford and The LEGO Group have joined forces to offer the 2016 Ford GT and 1966 Ford GT40 race cars as part of the exclusive LEGO Speed Champions range of models, featuring iconic high performance road and racing cars.

The two new buildable models follow in the tyre tracks of the popular Ford Mustang and Ford F-150 Raptor pickup sets already on sale, and celebrate Ford's motor racing achievements in the world-famous Le Mans 24 Hours endurance race.

Ford made an historic return to Le Mans this year, taking victory with the new Ford GT race car exactly 50 years after recording a 1-2-3 clean sweep at the 1966 race.

Ford Chip Ganassi Racing drivers Dirk Müller and the full WEC team – Andy Priaulx, Harry Tincknell, Olivier Pla and Stefan Mücke – represented Ford's victorious 2016 Le Mans team at Go Further, where both the 1966 and 2016 race cars were on stage.

Further special guests joining Ford executives and European team members to celebrate the company's contribution to sport included Sennan Fielding, a 20-year-old star of the Ford British

F4 championship that features single-seat race cars powered by Ford's 1.6-litre EcoBoost petrol engine.

For more details on all of the news and products unveiled at Go Further, visit [gofurther.fordpresskits.com](http://gofurther.fordpresskits.com).

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\*Survey conducted for Ford Motor Company by Penn Schoen Berland during November 2016

**About Ford Motor Company**

*Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, 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 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 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.*

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