



## Dynamic New Transit Custom Vans Look the Business: Ford Reveals Exclusive Black Edition and Sports Series Models

- Ford launches exclusive new Transit Custom models for style-conscious small businesses that want to combine eye-catching looks with impressive capability
- New Transit Custom Black Edition brings vibrant contrasts to the one-tonne van market, in four striking colour schemes with contrasting roof, mirrors and skid plate
- Sport series with signature twin stripes now available in eight bodystyles; responds to rising customer demand, with sales up 47 per cent in first 10 months of 2016
- Latest Tourneo Custom people mover also enhances appeal with Sport package, plus new 6-speed automatic, rear air suspension and alloy wheel options

**COLOGNE, Germany, Nov. 29, 2016** – Ford has revealed exclusive new variants of the Transit Custom one-tonne commercial vehicle that provide stylish and functional transportation for independent businesses and artisans who want to stand out from the crowd.

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

The sought-after Transit Custom Sport series van with its signature twin bonnet stripes is also now available in a much wider choice of bodystyles. Sport series customers can now select van, kombi and double-cab-in-van models in both short and long wheelbase versions; in addition, the latest Tourneo Custom people mover can be specified with the same Sport package.

“Many of our retail customers are no longer satisfied with a standard white van, and these stunning new vehicles provide the perfect solution,” said Hans Schep, general manager, Commercial Vehicles, Ford of Europe. “The new Transit Custom makes a really positive statement about their business, and looks great on the driveway at the weekend.”

The demand for sporting and distinctive Transit models has continued to build since the original Sport Van was introduced by Ford in 2007. During the first 10 months of 2016, sales of the current Transit Custom Sport are up by 47 per cent compared to the same period the previous year, with 1,800 vans sold.

### **New Black Edition – bold contrasts, sports style**

Available for delivery in spring 2017, the Transit Custom Black Edition provides van customers with an exclusive new appearance option with just 1,000 units available across Europe.

Inspired by the bold contrasting colours of Ford’s successful passenger cars like the Fiesta and Focus Red and Black Editions, the new model can be specified in Race Red, Deep Impact Blue and Frozen White with Jet Black contrasts, and Absolute Black with Race Red contrasts.

All Transit Custom Black Edition vehicles have a short-wheelbase, standard roof van bodystyle, and are based on the 290 Trend series model featuring the powerful all-new 170 PS 2.0-litre Ford EcoBlue diesel engine with 6-speed manual transmission, with the enhanced chassis settings from the Sport series van.

### **Transit Custom Sport series with expanded appeal**

Responding to customer demand for a wider choice of body and seating options, the Transit Custom Sport series is now available in eight different variants – a significant expansion from the single short-wheelbase van version offered previously.

As before, the range-topping Sport series features a muscular body kit and a fully colour-coded exterior, with body-colour bumpers, side mirrors and door handles, along with body-side mouldings and wheelarch extensions that have been redesigned for the latest model. The bold appearance is finished off with new 17-inch alloy wheels in a two-tone silver and black design – with optional silver 18-inch alloy wheels – and twin bonnet stripes in a contrasting colour.

The sporting style also features partial leather interior trim combining Pewter seat fabric with charcoal black leather bolsters, including second or third seat rows where fitted, and the latest interior technologies such as the Ford SYNC connectivity package and rear view camera.

The standard powertrain combines the 170 PS Ford EcoBlue diesel engine with a 6-speed manual, but customers can also specify the new 6-speed SelectShift automatic transmission option on four of the Sport series variants.

All Sport models are based on the 290 series Transit Custom, with driving dynamics further optimised with a unique chassis specification delivering enhanced steering, handling and ride, and a more responsive and agile feel.

Compared to a standard vehicle, roll control is improved by a thicker front anti-roll bar and the addition of a rear anti-roll bar. On the van model, this is combined with softer rear springs for increased comfort when lightly laden, along with unique damper tuning, with firmer settings on the rear, for enhanced ride and steering control. Kombi and double-cab-in-van models have different spring and damper settings optimised for both handling and rear passenger comfort.

The expanded Transit Custom Sport series is now available to order for customer delivery in spring 2017.

### **Tourneo Custom people mover – with Sport, Auto and Rear Air Suspension options**

For the first time, Ford's spacious and versatile Tourneo Custom people mover is now available with a Sport series option, providing both private buyers and business purchasers with a more dynamic exterior appearance and a stylish sports interior.

The Sport variant is based on the Tourneo Custom Titanium model, and can be specified as an 8-seat vehicle in either short or long wheelbase form with the 170 PS Ford EcoBlue diesel engine. The exterior and interior enhancements are shared with the equivalent Transit Custom.

The latest Tourneo Custom is also now offered with significant new features and technologies including the smooth and responsive new 6-speed SelectShift automatic transmission, a unique-to-segment rear air suspension system that delivers a supple, controlled and level ride across a

wide range of load conditions, and an attractive new 17-inch alloy wheel option for enhanced handling and braking performance.

### **Transit Custom and Tourneo Custom showcase all-new Ford EcoBlue diesel**

Ford earlier this year introduced the state-of-the-art Ford EcoBlue diesel engine to Transit Custom and Tourneo Custom vehicles, delivering significant cost of ownership and performance benefits, with fuel efficiency improved by up to 13 per cent and low-end torque by 20 per cent.

Sophisticated new driver assistance technologies for both models include:

- Pre-Collision Assist emergency braking system – the first in the segment to feature [Pedestrian Detection technology](#) – that reduces the severity of some frontal collisions involving vehicles and pedestrians, or helps drivers avoid some impacts altogether
- An upgraded Electronic Stability Control system that provides an enhanced suite of functions to improve vehicle stability in extreme driving situations including [Side Wind Stabilisation](#) – a new system that applies the brakes on one side of the vehicle to reduce the effect of a sudden side wind gust on the vehicle's path

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### **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).*

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