

NEW FORD PUMA - CUSTOMER ORDERING GUIDE AND PRICE LIST

Effective from 1st April 2024



SERIES RANGE



Titanium

17" 10-spoke alloy wheels with Absolute Black Machined finish
Projector Headlamps with LED Day Time Running Lights and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps
Quickclear heated windscreen
Body colour rear spoiler
Standard suspension
Colour 4.2" TFT analogue instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 6 speakers plus FordPass Connect
Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
Titanium cloth trim in black
Manual 4-way driver seat adjust with lumbar adjust
Manual 2-way passenger seat adjust
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Rear parking sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
Cruise Control with Intelligent Speed Assist
Lane Keeping Aid and Lane Departure Warning

Recommended On The Road Price* from:

£25,650

ST-Line

17" 5x2-spoke alloy wheels with Black Machined finish
Projector Headlamps with LED Day Time Running Lights and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps
Quickclear heated windscreen
ST-Line body styling kit with unique grille and large body colour rear spoiler
Sport suspension
Full digital 12.3" instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 6 speakers plus FordPass Connect
Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Manual Air Conditioning
ST-Line cloth trim in black with red stitching
Manual 4-way driver seat adjust with lumbar adjust
Manual 2-way passenger seat adjust
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Rear parking sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
Cruise Control with Intelligent Speed Assist
Lane Keeping Aid and Lane Departure Warning

Recommended On The Road Price* from:

£26,600

ST-Line X

18" 5-spoke alloy wheels with Matt Black finish
Projector Headlamps with LED Day Time Running Lights and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps
Rear privacy glass
Quickclear heated windscreen
ST-Line body styling kit with unique grille and large body colour rear spoiler
Sport suspension
Full digital 12.3" instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, B&O premium audio system, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 2 x USB & 10 speakers and subwoofer plus FordPass Connect
Wireless charging pad
Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
ST-Line X Partial Premium Sensico with red stitching
Manual 4-way driver seat adjust with lumbar adjust
Manual 4-way passenger seat with lumbar seat adjust
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Rear parking sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
Cruise Control with Intelligent Speed Assist
Lane Keeping Aid and Lane Departure Warning

Recommended On The Road Price* from:

£27,700

ST-Line Vignale

18" Vignale alloy wheels
Fixed LED signature headlamps and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps and Puma logo projection
Rear privacy glass
Quickclear heated windscreen
Vignale body styling kit with unique grille and large body colour rear spoiler
Sport suspension
Full digital 12.3" instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, B&O premium audio system, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 2 x USB & 10 speakers and subwoofer plus FordPass Connect
Wireless charging pad
Keyless Entry and Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
ST-Line Vignale Premium Sensico with metal grey stitching
Manual 4-way driver seat with lumbar support and massage function
Manual 4-way passenger seat with lumbar support and massage function
Heated front seats and heated steering wheel
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Front and rear parking sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
Cruise Control with Intelligent Speed Assist
Lane Keeping Aid and Lane Departure Warning

Recommended On The Road Price* from:

£29,350

ST

19" 5-spoke alloy Magnetite Dark finish
Fixed LED signature headlamps and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps and Puma logo projection
Rear privacy glass
Quickclear heated windscreen
Unique ST body styling kit, large rear spoiler and wing mirrors, plus Ford Performance embossed splitter and red brake calipers
ST suspension
Full digital 12.3" instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, B&O premium audio system, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 2 x USB & 10 speakers and subwoofer plus FordPass Connect
Wireless charging pad
Keyless Entry and Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport and Track
Electronic Automatic Temperature Control (EATC)
Ford Performance Seats in Partial Sensico with grey metal stitching
Manual 6-way driver seat adjust with lumbar adjust
Manual 6-way passenger seat with lumbar seat adjust
Heated front seats and heated steering wheel
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Front and rear parking sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
Cruise Control with Intelligent Speed Assist
Lane Keeping Aid and Lane Departure Warning

Recommended On The Road Price* from:

£31,785

* Recommended 'On the road' (OTR) price includes first year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates. Images shown for illustrative purposes only. Body colours shown may be optional (at additional cost). See colour options page for more information.

ST-Line Design 2.0*

17" 5x2-spoke alloy wheels with Black Machined finish
Projector Headlamps with LED Day Time Running Lights and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps
Quickclear heated windscreen
ST-Line body styling kit with unique grille and large body colour rear spoiler
Sport suspension
Colour 4.2" TFT analogue instrument cluster
Ford SYNC 2.5 with 8" touchscreen, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 6 speakers plus FordPass Connect
Manual key ignition
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Manual Air Conditioning
ST-Line cloth trim in Ebony with red stitching
Manual 4-way driver seat adjust with lumbar adjust
Manual 2-way passenger seat adjust
Rear view camera
Automatic headlights and automatic rain sensing wipers
Ford MegaBox extended bootspace
Front and rear parking sensors
Active Park Assist
Cruise Control with Intelligent Speed Assist
Recommended On The Road Price* from:
£26,300



* Stock orders only

Vivid Ruby Edition

18" 5-spoke alloy wheels with Matt Black finish
Projector Headlamps with LED Day Time Running Lights and front fog lamps
LED rear lamps
Power-foldable heated door mirrors with puddle lamps
Rear privacy glass
Quickclear heated windscreen
ST-Line body styling kit with unique grille and large rear spoiler
Sport suspension
Vivid Ruby exclusive body colour paint
Contrast painted black roof including A-pillar, rear spoiler and door mirrors
Full digital 12.3" instrument cluster
Ford SYNC 3 Navigation with 8" touchscreen, B&O premium audio system, DAB radio, Emergency Assistance, Apple Carplay & Android Auto, 2 x USB & 10 speakers and subwoofer plus FordPass Connect
Wireless charging pad
Power Start Button
Power tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
Partial Premium Sensico with ruby and white stitching
Manual 4-way driver seat adjust with lumbar adjust
Manual 4-way passenger seat with lumbar seat adjust
Heated front seats and heated steering wheel
Automatic headlights with Auto High Beam and automatic rain sensing wipers
Ford MegaBox extended bootspace
Front and rear parking sensors
Rear view camera
Intelligent Adaptive Cruise Control
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection and Post-Collision Braking
BLIS with CTA and Active Braking
Active Park Assist
Lane Keeping Aid and Lane Departure Warning
Recommended On The Road Price** from:
£30,500



** Recommended 'On the road' (OTR) price includes first year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates. Images shown for illustrative purposes only. Body colours shown may be optional (at additional cost). See colour options page for more information.

MODEL PRICES

Series	Bodystyle	Engine	Fuel	Transmission	Emission Level	Drive	VED Band	CO2 Emissions (g/km) ^Ø	Basic Recommended Retail Price (RRP) £	Recommended Retail Price (Incl VAT) £	† Manufacturers Recommended On the Road Price £	* Monthly BIK at 20%	* Monthly BIK at 40%
Titanium	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	122	£21,133.33	£25,360	£25,650	£122.69	£245.39
Titanium	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	G	130	£22,633.33	£27,160	£27,450	£140.46	£280.91
Titanium	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	124	£21,758.33	£26,110	£26,400	£126.32	£252.64
ST-Line	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	123	£21,925.00	£26,310	£26,600	£127.29	£254.57
ST-Line	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	H	131	£23,425.00	£28,110	£28,450	£145.36	£290.73
ST-Line	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	125	£22,550.00	£27,060	£27,350	£135.43	£270.85
ST-Line Design 2.0**	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	123	£21,675.00	£26,010	£26,300	£125.84	£251.67
ST-Line X	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	122	£22,841.67	£27,410	£27,700	£132.60	£265.21
ST-Line X	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	G	130	£24,341.67	£29,210	£29,500	£151.05	£302.10
ST-Line X	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	125	£23,450.00	£28,140	£28,430	£140.83	£281.65
Vivid Ruby Edition	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	122	£25,175.00	£30,210	£30,500	£146.14	£292.27
Vivid Ruby Edition	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	G	130	£26,675.00	£32,010	£32,300	£165.51	£331.03
Vivid Ruby Edition	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	G	129	£27,283.33	£32,740	£33,030	£163.83	£327.65
ST-Line Vignale	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	124	£24,216.67	£29,060	£29,350	£140.58	£281.16
ST-Line Vignale	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	6-speed manual	Euro 6d	2WD	G	126	£24,825.00	£29,790	£30,080	£149.08	£298.15
ST-Line Vignale	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	G	130	£26,291.67	£31,550	£31,840	£163.14	£326.28
ST	5 door	1.5L Ford EcoBoost 200PS	Petrol	6-speed manual	Euro 6d	2WD	H	148	£26,195.83	£31,435	£31,785	£178.27	£356.55
ST	5 door	1.0L Ford EcoBoost Hybrid (mHEV) 170PS	Petrol mHEV	7-speed automatic	Euro 6d	2WD	H	136	£26,195.83	£31,435	£31,775	£167.79	£335.57
ST Performance Pack	5 door	1.5L Ford EcoBoost 200PS	Petrol	6-speed manual	Euro 6d	2WD	I	151	£26,987.50	£32,385	£33,145	£189.06	£378.12

Ø The CO2 emissions test figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. For further information on CO2 and fuel performance please refer to our Fuel Consumption and CO2 section.

† Recommended 'On the road' (OTR) price includes first year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates.





* Not applicable to retail or private car buyers. BIK values are the monthly taxation payment applicable to company car users. BIK values were correct at the time of printing and are based on taxation rates for 2024/245 tax year. P11D value is the sum of Recommended price + VAT & Number plate charge (£25)

If a car's list price is over £40,000 (including VAT and factory fitted options) at first registration, the customer will pay an additional VED charge (currently £410) for five years after the end of the first registration (in addition to the standard VED charge per year, currently £190 for petrol / diesel car or £180 for an alternative fuel car).

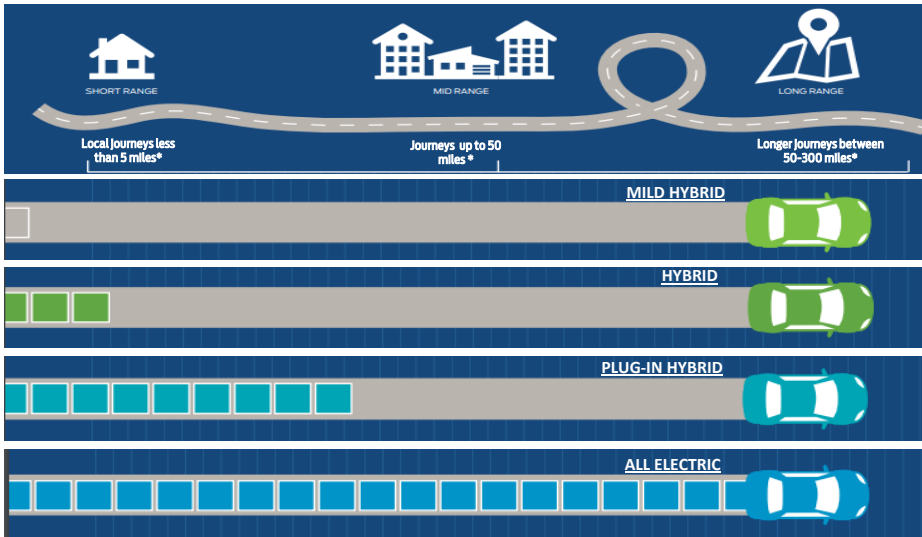
** Stock orders only.

ELECTRIC TECHNOLOGY

Which electric engines is right for you?

 <p>MILD HYBRID ELECTRIC VEHICLE</p>	
 <p>HYBRID ELECTRIC VEHICLE</p>	<p>HYBRID (HEV) Hybrid vehicles have two sources of power. They can automatically switch between conventional mode, pure electric mode (for short distances) or use both to power the vehicle as needed.</p>
 <p>PLUG-IN HYBRID ELECTRIC VEHICLE</p>	<p>PLUG-IN HYBRID (PHEV) Plug In. Charge up. Improves Efficiency versus a mild hybrid or hybrid engine. Plug-in Hybrids have the two sources of power like a hybrid, but with a larger high voltage battery, enabling you to drive longer distances on all-electric power.</p>
 <p>ALL-ELECTRIC ELECTRIC VEHICLE</p>	<p>ALL-ELECTRIC (BEV) 100% Electric. Just charge it up and go. All-Electric cars are powered by electricity alone. This means they have to be charged before you can drive.</p>

Electric range



* Ranges are estimates only and depend on the vehicle, road conditions and driving behaviour.

Charging the battery

MILD HYBRID AND HYBRID

There's no need to plug in your vehicle for charging. Hybrid vehicles are able to recharge the battery in two ways:

- 1) Regenerative braking
- 2) Conventional engine

The conventional engine powers the generator which transforms mechanical energy into electrical energy to charge the battery.

PLUG-IN HYBRID

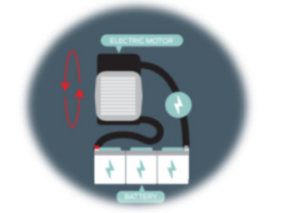
The larger battery in Plug-in Hybrids can be plugged-in to charge. Once the battery is depleted, the vehicle behaves like a conventional hybrid with the engine running when required.

ALL-ELECTRIC

All-Electric vehicles are powered by electricity alone and don't have a petrol engine. They must be plugged in to charge the battery.



All four electric vehicle types use regenerative braking to charge the battery. While braking, the motor is still spinning even though the car is trying to slow down.



Regenerative braking captures this typically wasted energy to create electricity, which charges the battery.

Plug in charging options

230V Wall outlet

Plug-in Hybrids and All-Electric vehicles can be charged on a 230V outlet, which is the standard electrical socket in most UK houses. This takes longer than when using a Wall box.

Wall box

For faster charging at home you can install a compatible wall box, which is capable of charging your vehicle overnight.

Public charging stations

Public charging stations, available in many cities and work places, can charge your vehicle much faster than at home. They can deliver an 80% charge in just 30 minutes. The price and charging capability can vary.

IONITY High-power charging stations

400 charging stations will be capable of delivering faster charging of up to 350 kWh per hour across Europe (charging speed dependent on other factors including vehicle charging capability). These stations will be compatible with both current and future Ford electric vehicles. These are currently being built.



WHEELS & TYRES

Wheels Availability
17"x7", 10-spoke, Absolute Black Machined Finish (Fitted with 215/55 R17 tyres)
17"x7", 5x2-spoke, Black Machined Finish (Fitted with 215/45 R17 tyres)
18"x7", 5-spoke, Matt Black finish (fitted with 215/40 R18 tyres)
18"x7", 5x2-spoke, ST-Line Vignale Unique Alloy (fitted with 215/40 R18 tyres)
19"x7.5", 5-spoke, Matt Black Machined Finish (Fitted with 225/40 R19 tyres)
19"x7.5", 5-spoke, Matt Black Machined Finish (Fitted with 225/40 R19 tyres)
19"x7.5", 5-spoke, Magnetite Dark Finish (Fitted with 225/40 R19 tyres)
Tyre Inflation Kit
Mini Spare Steel Wheel <i>(N.B. goes into the Ford MegaBox, reducing the size of the MegaBox and removing the drainage plug)</i>



Titanium	ST-Line/ ST-Line Design 2.0	ST-Line X	Vivid Ruby Edition	ST-Line Vignale	ST
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Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
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S	-	-	-	-	-
-	S	-	-	-	-
-	-	S	S	-	-
-	-	-	-	S	-
-	O	-	-	-	-
-	-	O	-	O	-
-	-	-	-	-	S
S	S	S	S	S	S
O	O	O	O	O	-

£0.00	£0.00
£0.00	£0.00
£0.00	£0.00
£0.00	£0.00
£541.67	£650.00
£416.67	£500.00
£0.00	£0.00
£0.00	£0.00
£166.67	£200.00

Key
S = Standard, O = Option, at extra cost, □ = Part of pack, at extra cost, - = Not Available, N/A = Not Applicable

OPTIONS

Packs
Winter Pack Front Heated Seats and Heated Steering Wheel
Parking Pack Active Park Assist, Front Parking Sensors, Rear View Camera <i>Note: Parking Pack is included in the Driver Assistance Pack</i>
Driver Assistance Pack with parking AEB by Radar/Camera, BLIS with CTA and Active Braking, Intelligent Adaptive Cruise Control (ACC) with Evasive Steering with manual transmission, ACC Stop and Go incl. Traffic Jam Assist (Automatic Only), Active Park Assist, Front Parking Sensors and Rear View Camera
Driver Assistance Pack with parking AEB by Radar/Camera, BLIS with CTA and Active Braking, Intelligent Adaptive Cruise Control (ACC) with Evasive Steering with manual transmission, ACC Stop and Go incl. Traffic Jam Assist (Automatic Only), Active Park Assist and Rear View Camera
Driver Assistance Pack with parking AEB by Radar/Camera, BLIS with CTA and Active Braking, Active Park Assist and Rear View Camera. Adaptive Cruise Control (ACC) with Stop and Go incl. Traffic Jam Assist included on 1.0 170ps Powershift only.
ST Performance Pack Mechanical Limited Slip Differential (LSD), Launch Control, Performance Shift Light and Shift Indicator (N/A with 170PS Powershift) <i>*Note: order the ST entity and add the Performance Pack in the VISTA options screen</i>
Audio, Navigation and Connectivity
Ford SYNC 2.5 DAB audio, 8" TFT touchscreen display, 6 speakers, SYNC 2.5, Smartphone connectivity, Apple CarPlay and Android Auto, Emergency Assistance*, hands-free calling, Bluetooth®, FordPass Connect (Embedded Modem) and two USB ports
Ford SYNC 3 Navigation with DAB, 8" TFT touchscreen display, seven speakers, MP3-compatible, remote audio controls, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect and Privacy Mode
B&O Premium Audio System + Ford SYNC 3 Navigation with DAB, 8" TFT touchscreen display, 10 speakers with subwoofer, MP3-compatible, remote audio controls, B&O Sound System, Voice Control System, Apple CarPlay, Android Auto, Emergency Assistance*, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and two USB ports for external music devices
Colour 4.2" TFT analogue instrument cluster
12.3" Full Colour Digital Cluster
Wireless Charging Pad
Wireless Charging Pad with Electronic Air Temperature Control (EATC)
Standalone Options
Fixed LED Signature Headlamps
Black Roof Rails <i>(Not Available with Panorama Roof)</i>
Rear Privacy Glass <i>(Privacy Glass to side rear windows and tailgate glass)</i>
Panorama Roof - Openable <i>(Not Available with Roof Rails or Contrast Roof)</i>
Handsfree Power Tailgate <i>(Contains Keyless Entry)</i>
Handsfree Power Tailgate <i>(Keyless Entry Standard on ST-Line Vignale and ST)</i>
Detachable Towbar <i>(tongue load 75kg to carry 2 e-bikes)</i>

Titanium	ST-Line	ST-Line Design 2.0	ST-Line X	Vivid Ruby Edition	ST-Line Vignale	ST	Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
O	O	-	O	S	S	S	£291.67	£350.00
O	O	S	O	-	-	-	£416.67	£500.00
O	O	-	O	S	-	-	£791.67	£950.00
-	-	-	-	-	O	-	£666.67	£800.00
-	-	-	-	-	-	O	£541.67	£650.00
-	-	-	-	-	-	O	£791.67	£950.00
-	-	S	-	-	-	-	£0.00	£0.00
S	S	-	-	-	-	-	£0.00	£0.00
-	-	-	S	S	S	S	£0.00	£0.00
S	-	S	-	-	-	-	£0.00	£0.00
O	S	-	S	S	S	S	£416.67	£500.00
O	-	-	-	-	-	-	£41.67	£50.00
-	O	O	S	S	S	S	£291.67	£350.00
-	-	-	O	O	S	S	£625.00	£750.00
O	O	-	O	O	O	-	£208.33	£250.00
O	O	O	S	S	S	S	£208.33	£250.00
O	O	-	O	-	O	O	£833.33	£1,000.00
O	O	-	O	S	-	-	£541.67	£650.00
-	-	-	-	-	O	O	£333.33	£400.00
O	O	-	O	O	O	O	£458.33	£550.00

Key

S = Standard, O = Option, at extra cost, □ = Part of pack, at extra cost, -- = Not Available

CONTRAST ROOF

Exterior Personalisation								Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
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All Series

	Blazer Blue	Frozen White	Agate Black	Solar Silver	Magnetic	Desert Island Blue	Fantastic Red	Grey Matter		
Contrast Painted Black Roof including A-Pillar, Rear Spoiler and Door Mirrors	-	-	-	0	-	0	0	0	£333.33	£400.00












ST and ST Performance

	Blazer Blue	Frozen White	Agate Black	Solar Silver	Magnetic	Desert Island Blue	Fantastic Red	Grey Matter	Azura Blue		
Contrast Painted Black Roof including Rear Spoiler and Door Mirrors. A-Pillar remains body-coloured.	-	0	-	-	0	0	0	0	0	£0.00	£0.00










COLOR & TRIM

Standard body colours
Premium body colours
Exclusive body colours

Colour Description	Titanium	ST-Line / ST-Line Design 2.0	ST-Line X	Vivid Ruby Edition
Blazer Blue 	O	O	O	-
Frozen White 	O	O	O	-
Agate Black 	O	O	O	-
Solar Silver 	O	O	O	-
Magnetic 	O	O	O	-
Desert Island Blue 	O	O	O	-
Vivid Ruby 	-	-	-	S
Fantastic Red 	O	O	O	-
Grey Matter 	O	O	O	-








Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
£0.00	£0.00
£229.17	£275.00
£437.50	£525.00
£437.50	£525.00
£562.50	£675.00
£562.50	£675.00
£0.00	£0.00
£645.83	£775.00
£645.83	£775.00

ST-Line Vignale body colours

Colour Description	ST-Line Vignale
Frozen White 	O
Agate Black 	O
Solar Silver 	O
Magnetic 	O
Desert Island Blue 	O
Fantastic Red 	O
Grey Matter 	O

Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
£0.00	£0.00
£229.17	£275.00
£229.17	£275.00
£354.17	£425.00
£354.17	£425.00
£437.50	£525.00
£437.50	£525.00

ST body colours

Colour Description	ST
Frozen White 	O
Agate Black 	O
Magnetic 	O
Desert Island Blue 	O
Fantastic Red 	O
Grey Matter 	O
Azura Blue 	O

Basic Recommended Retail Price (Excl. VAT)	Total Recommended Retail Price (Incl. VAT)
£0.00	£0.00
£229.17	£275.00
£354.17	£425.00
£354.17	£425.00
£437.50	£525.00
£437.50	£525.00
£437.50	£525.00

Trims

Trim Description	Titanium	ST-Line / ST-Line Design 2.0	ST-Line X	Vivid Ruby Edition	ST-Line Vignale	ST
Cloth trim in black	S	-	-	-	-	-
Cloth trim in black with red stitching	-	S	-	-	-	-
Partial Sensico trim with black cloth and red stitching	-	-	S	-	-	-
Partial Sensico trim with black cloth and ruby and white stitching	-	-	-	S	-	-
Premium Sensico trim with metal grey stitching	-	-	-	-	S	-
Ford Performance Seats in Partial Sensico with red metal stitching	-	-	-	-	-	S

PUMA FUEL CONSUMPTION & CO2

The fuel consumption and CO2 emission figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. The figures shown are for comparability purposes; only compare fuel consumption and CO2 figures with other vehicles tested to the same technical procedures.

You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator. The configurator provides information about your configured vehicle's fuel consumption and CO2 emissions (these are also WLTP test figures).

Engine	Available On	Euro Emissions	Transmission	Drive	Maximum Power PS (KW)	Torque Nm	Fuel Consumption (WLTP Figures without Options)				CO2 Emissions (WLTP)	
							Lowest Performing (MPG) ⁰⁰	Highest Performing (MPG) ⁰⁰	Lowest Performing (L/100km) ⁰⁰	Highest Performing (L/100km) ⁰⁰	Lowest Combined Performing (Co2) ⁰⁰	Highest Combined Performing (Co2) ⁰⁰
1.0L Ford EcoBoost 125PS	Vivid Ruby Edition	Euro 6d	6 Speed Manual	FWD	125PS (91kW)	170	47.9	47.9	5.9	5.9	133	133
1.0L Ford EcoBoost 125PS	Vivid Ruby Edition	Euro 6d	7 Speed Automatic	FWD	125PS (91kW)	170	46.3	46.3	6.1	6.1	137	137
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	All series	Euro 6d	6 Speed Manual	FWD	125PS (91kW)	210	52.3	52.3	5.4	5.4	122	124
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	All series	Euro 6d	7 Speed Automatic	FWD	125PS (91kW)	210	48.7	49.6	5.8	5.7	130	131
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	All series	Euro 6d	6 Speed Manual	FWD	155PS (114kW)	240	50.4	51.4	5.6	5.5	124	127
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	All series	Euro 6d	7 Speed Automatic	FWD	155PS (114kW)	240	48.7	49.6	5.8	5.7	129	130
1.0L Ford EcoBoost Hybrid (mHEV) 170PS	ST	Euro 6d	7 Speed Automatic	FWD	170PS (125kW)	248	44.8	44.8	6.3	6.3	136	136
1.5 Ford EcoBoost 200PS	ST	Euro 6d	6 Speed Manual	FWD	200PS (147kW)	320	42.8	42.8	6.6	6.6	148	151

⁰⁰ The declared Fuel/Energy Consumptions, CO2-Emissions and Electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. Light Duty Vehicles type-approved using the World Harmonised Light Vehicle Test Procedure (WLTP) have Fuel/Energy Consumptions and CO2-Emission information for both New European Drive Cycle (NEDC) and WLTP. WLTP is a new, more realistic test procedure for measuring fuel consumption and CO2 emissions and has fully replaced the NEDC by the end of 2020. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO2 emissions and electric range. CO2 is the main greenhouse gas responsible for global warming. A guide on fuel economy and CO2 emissions which contain data for all new passenger car models is available at any point of sale free of charge or can be downloaded under <https://carfueldata.vehicle-certification-agency.gov.uk/>.

PUMA PERFORMANCE

Engine	Emission Level	Transmission	Maximum Power PS (kW)	Torque Nm*	Wheel Size	Max Speed (mph)	0-62 mph (secs)
5 Door Petrol							
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	M6	125 (91)	170	17"	119	9.8
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	DCT	125 (91)	170	17"	118	9.6
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Euro 6d	M6	155 (114)	190	17"	124	8.9
1.0L Ford EcoBoost Hybrid 125PS	Euro 6d	M6	125 (91)	170	18"	119	10.0
1.0L Ford EcoBoost Hybrid 125PS	Euro 6d	DCT	125 (91)	170	18"	118	10.2
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	M6	125 (91)	170	18"	119	9.8
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	DCT	125 (91)	170	18"	118	9.6
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Euro 6d	M6	155 (114)	190	18"	124	8.9
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Euro 6d	DCT	155 (114)	190	18"	124	8.7
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	M6	125 (91)	170	19"	119	9.8
1.0L Ford EcoBoost Hybrid (mHEV) 125PS	Euro 6d	DCT	125 (91)	170	19"	118	9.6
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Euro 6d	M6	155 (114)	190	19"	124	8.9
1.0L Ford EcoBoost Hybrid (mHEV) 155PS	Euro 6d	DCT	155 (114)	190	19"	124	8.7
1.0L Ford EcoBoost Hybrid (mHEV) 170PS	Euro 6d	DCT	170 (125)**	200	19"	130	7.4
1.5 Ford EcoBoost 200PS	Euro 6d	M6	200 (147)	320	19"	137	6.7

Note:

M6 - 6 speed manual transmission

DCT - 7 speed automatic (Dual Clutch Transmission)

*mHEV torque values are displayed without overboost and mHEV boost (total values are 210Nm for the 125PS mHEV engine, 240Nm for the 155PS mHEV and 248Nm for the 170ps mHEV engine)

**170ps mHEV is peak power with overboost and mHEV boost with 160ps steady state power

ACCESSORIES

Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)	Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)
Transportation					
Detachable Tow Bar	2457405	£663.86	E-Kit for Detachable Tow Bar	2455074	£90.10
Tow Bar Cable, for installation	2425234	£90.10	Tow Bar Module	2596976	£122.39
Cross Bars, requires roof rails - not with panorama roof - Excludes ST	2527166	£254.66	Roof Base Carrier - not with panorama roof	2527164	£276.02
Dog Guard, behind rear seats	2437781	£311.38	Foldable Transport Box, black fabric	2470827	£27.01
Box-In-Box System, black	2469549	£127.44	Umbrella Holder	1524823	£47.73
Coat Hanger, matte black	2448529	£56.15	Cooler Bag, soft sided	2181470	£45.48
Cargo Organizer, soft sided	2181468	£141.11	Mottez®* Rear Ski Carrier	2483279	£314.02
Napier* Tailgate Tent	5147380	£582.16	G3* Roof Box Elegance Europe 330, matt black	2191625	£261.84
Protection					
Rubber Floor Mats, front	2439076	£49.24	Rubber Floor Mats, rear	2109989	£32.18
Velour Floor Mats, front , grey stitching	2193982	£54.34	Velour Floor Mats, rear, grey stitching	2478663	£41.24
Velour Floor Mats, front, red stitching	2386434	£54.34	Velour Floor Mats, rear, red stitching	2478661	£41.24
Boot Liner	2438719	£67.38	Load Compartment Mat, reversible	2395437	£101.63
Mud Flaps, front - Titanium	2458832	£48.72	Mud Flaps, rear - Titanium	2458858	£48.72
Mud Flaps, front - ST-Line, ST-Line X & ST	2458844	£48.72	Mud Flaps, rear - ST-Line, ST-Line X & ST	2458866	£48.72
MegaBox Boot Liner - Petrol - Not with spare wheel	2520610	£25.22	Scuff Plates, front, with illuminated ST-Line logo – ST-Line	2544750	£315.72
Rival* Engine Undersheild, aluminium	2534410	£179.06	MegaBox Boot Liner - Diesel - Not with spare wheel	2520614	£25.22
Comfort & Convenience					
Xvision* Parking Distance Sensors, front, fitment included - Titanium, ST-Line & ST-Line X ¹	2231907	£349.00	ClimAir® Wind Deflectors, front, black	2497408	£50.61
ClimAir® Wind Deflectors, rear, black	2497412	£38.24	ClimAir® Wind Deflectors, front, transparent	2497410	£50.61
ClimAir® Wind Deflectors, rear, transparent	2497414	£38.24	Air Purifier	2485741	£52.48
Infotainment					
CD Player	2454323	£396.67	CD Player Jumper Cable	2441153	£100.90
Qi Wireless Charging Kit	2576591	£111.92	Storage Tray for Wireless Charging Kit	2436816	£26.18
Mat for Wireless Charging Kit	2412311	£11.70	Dashboard Camera - with SYNC 3/ SYNC 4	2730087	£355.22
Ford Performance Parts					
Carbon Fibre Gear Shift Knob	5599855	£159.04	Ford Performance Valve Caps, silver/blue	2308113	£10.20
Ford Performance Valve Caps, black	2308109	£10.20	Ford Performance Valve Caps, black/red	2308111	£10.20
Styling					
Scuff Plates front, with Ford logo - Excludes ST	2417744	£31.02	Sports Pedal Cappings - Titanium	1835213	£48.91
Ford Puma Business Pack: Qi Wireless Charging Kit, Coat Hanger, Foldable Organizer Box	2595805	£174.05	Ford Puma Sport Pack: Gear Knob, Sports Pedal Cappings, Scuff Plates, with Ford logo	2556352	£95.63
Safety & Security					
Ford First Aid Pack, with Velcro strip	2311396	£14.06	Ford Premium Safety Pack, with First Aid Kit, Warning Triangle, Hi-Visibility Vest	2431452	£34.10
Warning Triangle ²	1460220	£6.79			

¹ Additional bracker required. To order directly at Xvision XVSTPOD

² Item is non-Ford branded from an approved supplier

For any more information about any of the included Ford Accessories, or to view a full range of Ford Accessories visit www.ford-accessories.co.uk

This price list shows both original Ford accessories as well as a range of carefully selected products from third party suppliers, identified under that third party supplier's brand name.

Please note that third party supplier branded accessories do not come with a Ford warranty but are covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer.

Fitment of accessories may have an impact on your vehicle's fuel consumption.

Prices do not include fitting unless otherwise stated. Please refer to your Ford Dealer for fitted prices.

FORD PROTECT

Every new Ford Puma is protected by a 3 year/60,000 mile Ford Warranty. In addition, it will also come with Ford Assistance for 1 year, providing roadside assistance in the UK and throughout Europe.

Ford Protect New Vehicle Extended Warranty

If you plan on keeping your vehicle for longer than 3 years or are a high mileage driver you can extend your 3 year/60,000 mile warranty to either 4 years/80,000 miles or 5 years/100,000 miles.

Features:

- Cover against the cost of repair or replacement of defective parts, or to repair a material, assembly or manufacturing defect recognised by Ford
- Protection against unexpected repair bills
- All repairs will be carried out by Ford Authorised Dealers using genuine Ford parts
- Ford Protect New Vehicle Extended Warranty plans can be purchased any time up until the vehicle's first date of registration

Ford Protect Service Plan

You can also purchase a Ford Protect Service Plan giving you the option of scheduled services and Ford Assistance for the duration of your plan.

Features:

- Scheduled Servicing; covers servicing in accordance with Ford Standard Service Schedules including associated parts and labour, for the number of services applicable to your plan.
- Replacement brake fluid (every other year)
- Extended Ford Assistance; roadside assistance in the UK and throughout Europe
- Up to 7 days vehicle hire if any warranty work cannot be completed within 24 hours
- The Ford Protect Service Plan can be purchased up to 12 months from date of registration or before the first service is due (whichever is the sooner)

Ford Protect Wear and Tear Plan

You may choose to purchase a Ford Protect Wear And Tear Plan, which provides replacement or repair of the following parts:

- Brake Pads, Shoes, Disks, Clutch Friction Plate, Shock absorbers silencer, wiper blades and bulbs
- Must be purchased before vehicle is 90 days old (Terms & Conditions apply)

Ford Protect Service Plan Plus

You may choose to purchase a Ford Protect Service Plan Plus giving you the benefits of the Service Plan and also includes a Wear and Tear Plan (including extended warranty for 4 year plans).

Features:

- All items covered within the Service Plan and the Wear and Tear Plan
- Ford Protect Service Plan Plus can be purchased any time up until the vehicle's first date of registration

Notes and Conditions

- The length and mileage of your plan applies from your new vehicle warranty commencement date, usually the date of first registration
- Time and mileage limits apply to all Ford Protect Plans
- Please contact your nearest Ford dealer for information on service intervals
- It is a condition of Ford Protect Service Plan and Ford Protect Service Plan Plus that your vehicle is serviced by an Authorised Ford Repairer according to the schedules in your Ford Service Portfolio
- In addition your Ford Service History Log must be kept up-to-date
- Subject to the terms and conditions of the Ford Protect Plans
- These Ford Protect Plans are transferable so it is an added benefit to the new owner if you decide to sell your vehicle
- Ask your Ford Dealer for full details of the Ford Protect Extended Warranty, Service Plan, Wear and Tear Plan or Service Plan Plus and their associated Terms and Conditions or alternatively call Ford Protect on 03702 416726, Option 2, Option 2, or visit www.ford.co.uk

'MANUFACTURERS RECOMMENDED ON THE ROAD' PRICES INCLUDE

CO ₂ Emissions (g/km)*	Number Plates (Estimated) £	Government First Registration Fee £	First Year Vehicle Excise Duty (VED) Petrol and Diesel vehicles which meet RDE2 standards £	First Year Vehicle Excise Duty (VED) for Alternative Fuel Vehicles (Hybrids, Plug-In Hybrids and Battery Electric Vehicles) £	Total Petrol and Diesel vehicles which meet RDE2 standards £	Total Alternative Fuel Vehicles (Hybrids, Plug-In Hybrids and Battery Electric Vehicles) £
0.00	25.00	55.00	0.00	0.00	80.00	80.00
1-50	25.00	55.00	10.00	0.00	90.00	80.00
51-75	25.00	55.00	30.00	20.00	110.00	100.00
76-90	25.00	55.00	135.00	125.00	215.00	205.00
91-100	25.00	55.00	175.00	165.00	255.00	245.00
101-110	25.00	55.00	195.00	185.00	275.00	265.00
111-130	25.00	55.00	220.00	210.00	300.00	290.00
131-150	25.00	55.00	270.00	260.00	350.00	340.00
151-170	25.00	55.00	680.00	670.00	760.00	750.00
171-190	25.00	55.00	1,095.00	1085.00	1175.00	1,165.00
191-225	25.00	55.00	1,650.00	1640.00	1730.00	1,720.00
226-255	25.00	55.00	2,340.00	2330.00	2420.00	2,410.00
Over 255	25.00	55.00	2,745.00	2735.00	2825.00	2,815.00

The delivery charge is included in the Basic Recommended Retail Price and is made on all models for delivery to the Dealer's premises. Where delivery is not made to the customer at the Dealer's premises a further charge may be made by the Dealer.

The Vehicle Excise Duty (VED) charged on new cars is based on their engine's CO₂ emissions* (expressed in grams per kilometre (g/km)). All CO₂ emissions figures in g/km are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load.'

You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator. The configurator provides information about your configured vehicle's fuel consumption and CO₂ emissions (these are also WLTP test figures).

The chart above shows the Bands and the VED which will be levied (for vehicles registered from 1st April 2024).

If a car's list price is over £40,000 (including VAT and factory fitted options) at first registration, the customer will pay an additional VED charge (currently £410) for five years after the end of the first registration (in addition to the standard VED charge per year, currently £190 for petrol / diesel car or £180 for an alternative fuel car).



OTHER PRICING CONSIDERATIONS

Customer Order Price Protection

Ford's Price Protection Plan means that the price you pay is the same as the price on your order as long as you are prepared to accept delivery within six months, and in any event, as soon as your vehicle is available. Your Dealer has full details of the plan. Ford Motor Company Ltd is not liable for changes in price caused by Government changes in tax rates or changes in other applicable legislation.

VAT

VAT is shown calculated at 20%. The total price of a vehicle, including factory fitted options and accessories fitted by the Ford Dealer, will be subject to VAT on retail sale.

Price Changes

This price list outlines Ford's Recommended On The Road Prices and Recommended Retail Prices. Please contact your Ford Dealer for final sale prices. This price list is effective from **1st April 2024**, and supersedes all previous price lists. The recommended prices in the publication were true and accurate at the time of printing. You should, however, check details with your Dealer as there may have been changes to Ford's recommended prices in view of Ford's policy of continuous development. Ford reserves its right to change prices at anytime. Change to government legislation or tax changes could result in a change to Ford's published prices.

ILLUSTRATIONS, DESCRIPTIONS AND SPECIFICATIONS

The product information in this publication was correct at the time of going to print. However, Ford's policy is one of continuous product development. The right is reserved to change specifications and colours of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. Throughout this publication, wherever a feature is described as being an 'Option' or 'Option Fitment/Pack' etc., you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability.

Some images portrayed are of a pre-production model and/or are computer generated, therefore the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional, e.g. metallic paint.

Please also note some driver assistance features and safety features described in this publication are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.