

Ford Puma Gen-E

Ford



Ford Puma Gen-E Product Highlights

- > Electric compact crossover offers dynamic acceleration with the convenience and efficiency of electric power
- > Fan-favourite Puma design enhanced to give the electric Puma a unique look, as well as increasing aero efficiency for increased range
- > Fully-digital cockpit offers wireless Apple CarPlay and Android Auto ¹ for seamless connectivity with SYNC 4 ²
- > Puma Gen-E offers up to 376 km ³ combined and 523 km ³ city range on a 100 per cent charge, and 10-80 per cent charge in approximately 23 minutes. ⁴ Electric Puma can add 124 km of range with a 10-minute charge ⁴
- > Enhanced practicality includes GigaBox boot storage to give up to 574 litres in total ⁵ – more than some larger wagons
- > Attractive two-tone interior now features a raised centre console for increased storage, with wireless charging ⁶ and a sliding centre armrest for comfort and convenience
- > Vibrant colour options include exclusive Electric Yellow and Digital Aqua Blue
- > Puma Gen-E offers a high standard specification including 12.8-inch digital instrument display and 12.0-inch centre touchscreen, Alexa Built-in ⁷, Connected Navigation ⁸ and ambient lighting
- > Puma Gen-E Premium adds B&O Premium Audio System ⁹, keyless entry and Dynamic Matrix LED headlights with Glare-Free High Beam
- > Advanced driver assistance systems help to reduce driver fatigue, with available Lane-Keeping Aid ^{10,11}, Wrong Way Alert ¹⁰ and Cross Traffic Alert with Active Braking ¹⁰

» We know our customers love the Puma's design. For Puma Gen-E we built on this, giving it its own style with unique features while staying faithful to the brilliance of the original «

AMKO LEENARTS – DIRECTOR, DESIGN

FORD PUMA GEN-E LAUNCH SPECIFICATION HIGHLIGHTS

2 series	Ford Puma Gen-E	Ford Puma Gen-E Premium
Standard style and comfort highlights	• 17-inch alloy wheels	Puma Gen-E plus:
	• 145-litre GigaBox storage ⁵	• 18-inch alloy wheels
	• 12.0-inch centre touchscreen with SYNC 4 ¹ connectivity and infotainment system	• Power folding mirrors with puddle lamps and Puma logo
	• Raised centre console with sliding armrest and wireless charging	• B&O Premium Sound System ⁹
Standard driver assistance highlights ¹⁰	• 12.8-inch digital instrument display	• Hands-free tailgate
	• Wireless smartphone integration	• Sensico synthetic leather-effect seat trim
	• Speed Sign Recognition	Puma Gen-E plus:
Powertrain	• Wrong Way Alert	• Dynamic Matrix LED headlights with Glare-Free High Beam
	• Rear View Camera	
	Ford Puma Gen-E	Ford Puma Gen-E Premium
	• 168 PS ¹³ front-wheel drive	• 168 PS ¹³ front-wheel drive
	• Up to 376 km ³ range on 100% charge	• Up to 364 km ³ range on 100% charge
	• Up to 523 km ³ city range on 100% charge	• Up to 506 km ³ city range on 100% charge
	• 10-80% DC fast charge in approx. 23 mins. ⁴	• 10-80% DC fast charge in approx. 23 mins. ⁴
	• Acceleration 0-100 km/h in 8.0 secs.	• Acceleration 0-100 km/h in 8.0 secs.

P U M A



» Puma is a success story across Europe, loved for its sporty design and driving characteristics combined with unique practicality and class-leading boot storage. 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 «

JON WILLIAMS, GENERAL MANAGER, FORD BLUE AND MODEL E, EUROPE

FORD PUMA GEN-E DETAILED SPECIFICATION

BATTERY:

	Ford Puma Gen-E	Ford Puma Gen-E Premium
Composition	Lithium-ion NMC	Lithium-ion NMC
Usable capacity (kWh)	43	43
DC charging time 10-80% (mins) ⁴	23.2	23.2
DC max. charging Power (kW)	100	100

PERFORMANCE:

	Ford Puma Gen-E	Ford Puma Gen-E Premium
Power (kW) ¹³	123.5	123.5
Power (PS) ¹³	168	168
Torque (Nm) ¹³	290	290
Range WLTP (km) ³	376	364/347
Electricity consumption (kWh/100 km)	13.1	13.7/14.5
City range WLTP (km) ³	523	506
Max. speed (km/h)	160	160
Accel. 0-100 (km/h)	8.0	8.0

WEIGHTS:

	Ford Puma Gen-E	Ford Puma Gen-E Premium
Kerb weight (kg) ¹⁴	1563	1563
Gross vehicle mass (kg)	2015	2015
Gross train mass 12% gradient (kg)	2765	2765
Max. towable braked 12% gradient (kg) ¹⁵	750	750
Max. towable unbraked (kg) ¹¹	750	750

P U M A



DIMENSIONS:

	Ford Puma Gen-E	Ford Puma Gen-E Premium
Overall length without towbar (mm)	4214	4214
Overall length with towbar (mm)	4313	4313
Overall width with mirrors (mm)	1930	1930
Overall width mirrors folded (mm)	1805	1805
Overall width no mirrors (mm)	1805	1805
Overall height (mm) (unladen)	1555	1555
Wheelbase (mm)	2588	2588
Turning circle – kerb to kerb (m)	10.5	10.5
Front overhang (mm)	863	863
Rear overhang (mm)	763	763
Front track (mm)	1567	1567
Rear track (mm)	1540	1540
Ground clearance at max. load (mm)	129	129
1st row headroom (mm)	1000	1000
1st row headroom with panorama roof (mm)	983	983
1st row legroom (mm)	1127	1127
1st row shoulder room (mm)	1348	1348
1st row hip room (mm)	1311	1311
2nd row headroom (mm)	965	965
2nd row headroom with panorama roof (mm)	957	957
2nd row legroom (mm)	786	786
2nd row shoulder room (mm)	1320	1320
2nd row hip room (mm)	1278	1278
Luggage capacity 5-seat mode laden to roof (litres) ⁵	574	574
Luggage capacity 2-seat mode laden to roof (litres) ⁵	1283	1283
Luggage capacity 5-seat mode laden to seat back height without load floor (litres) ⁵	523	523
Frunk capacity (litres)	43	43
Load opening height (mm)	603	603
Load opening width (mm)	982	982
Max. loading height (mm)	865	865
Loading width between wheelhouses (mm)	1000	1000
Loading length (at floor to second row seats) (mm)	725	725
Lift in height (mm)	771	771
Max. compartment width (mm)	1000	1000
Cargo length at floor behind front row (mm)	1479	1479

P U M A



» Puma Gen-E gives an all-electric option for our best-selling vehicle in Europe – another key step as we continue our journey toward an electrified future «

ANNA STRIGEL, SALES AND BRAND MANAGEMENT DIRECTOR, FORD MODEL E, EUROPE

COMFORT AND CONVENIENCE:

STANDARD	12.0-inch centre touchscreen with SYNC 4 ¹ connectivity and entertainment system	
	12.8-inch digital instrument display	
	Alexa Built-in ⁷	
	Ambient lighting	
	Connected Navigation ⁸	
	Ford GigaBox	
	Four-way adjustable driver and passenger seat with lumbar adjustment	
	Power heated door mirrors	
	Rain-sensing wipers	
	Sensico twin-spoke steering wheel	
	Sport front seats with cloth trim	
	Wireless Apple CarPlay and Android Auto ²	
	Wireless phone charging ⁶	
OPTIONAL	Ford Puma Gen-E	Ford Puma Gen-E Premium
	Six-speaker audio system	B&O Premium Audio System with ten speakers including soundbar ⁹
		Keyless entry
		Hands-free tailgate
		19-inch alloy wheels
	Openable panoramic roof	
	Winter Pack containing: Heated front seats, heated windscreen, heated steering wheel	
	Detachable towbar	
	Ford Puma Gen-E	
	Comfort Pack containing: Power foldable mirrors with Puma logo, keyless entry, hands-free tailgate	

P

U

M

A



» Puma Gen-E brings affordable electric vehicles to a new audience. Charging from 10-80% in just over 20 minutes ⁴ and best-in-class energy consumption means low running costs too. Electric power supercharges the fun-to-drive experience and with even greater practicality thanks to GigaBox, it means Puma Gen-E is the complete electrified compact crossover «

Sigurd Limbach, Vehicle Line Director

COLOURS:

Agate Black	Frozen White	Solar Silver	Electric Yellow	Digital Aqua Blue	Fantastic Red
-------------	--------------	--------------	-----------------	-------------------	---------------

WHEELS AND TYRES:

	Wheel Front and Rear	Tyre Front and Rear
Puma Gen-E	7.0J x 17-inch	215/55 R17
Puma Gen-E Premium	7.0J x 18-inch	215/50 R18
Puma Gen-E Premium optional	7.5J x 19-inch	225/40 R19

DRIVER ASSIST: ¹⁰

STANDARD	Cruise Control with Intelligent Speed Limiter	
	Driver Alert	
	Lane-Keeping Aid ¹¹	
	Pre-Collision Assist	
	Rear Parking Sensors	
	Rear-View Camera	
	Selectable Drive Modes	
	Speed Sign Recognition	
	Wrong Way Alert	
	Puma Gen-E: LED headlights with Auto High Beam	Puma Gen-E Premium: Dynamic Matrix LED headlights with Glare-Free High Beam
OPTIONAL		
Puma Gen-E - Driver Assistance Pack containing:	IACC with Stop & Go and Lane Centering ¹²	
	Predictive Speed Assist	
	BLIS with Lane Change Warning	
	Cross Traffic Alert	
	360-degree camera	

P U M A



Note: The information in this document reflects preliminary specifications and was correct at the time of going to press. However, Ford policy is one of continuous improvement. The right is reserved to change these details at any time.

¹ 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.

² 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.

³ 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.

⁴ 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. Based on charger of 100 kW or more.

⁵ Cargo and load capacity limited by weight and weight distribution.

⁶ Available Qi wireless charging may not be compatible with all mobile phones.

⁷ 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.

⁸ 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.

⁹ BANG & OLUFSEN® 2021 and B&O® 2021. BANG & OLUFSEN™ and B&O™ are registered trademarks of Bang & Olufsen Group. Licensed by Harman Becker Automotive Systems Manufacturing Kft. All rights reserved.

¹⁰ 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.

¹¹ Lane-Keeping System does not control steering.

¹² If stop is longer than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

¹³ Maximum power output and torque output are independent attributes and may not be achieved simultaneously.

¹⁴ Represents the lightest kerbweight assuming driver at 75 kg and full fluid levels subject to manufacturing tolerances and options, etc., fitted. Weights represent base model specification without panoramic glass roof.

¹⁵ Max towing varies based on cargo, vehicle configuration, accessories and number of passengers.

P U M A