

Puma





DESIGN THAT DEMANDS ATTENTION

Make a statement in the All-New Ford Puma, with unparalleled looks and technology to match. With the FordPass App connecting you with your Puma, remote features are designed around you. Flexible interiors afford you the luxury of comfort and versatility, while a bold exterior guarantees you arrive in style.



An extra pair of eyes

The Blind Spot Information System (BLIS)¹ uses RADAR sensors to see vehicles that may be hidden in your blind spot. They're situated on either side of your Puma and alert you with an orange light, clearly displayed in the side door mirror.



Adjusts to suit your needs

Available on the Puma ST-Line only, the 12" digital cluster helps reduce distraction and clutter by only showing you the information that is most important to you. The digital cluster can change appearance and switches between colour themes according to the drive mode selected.



Safety and Technology

Safety is paramount in every Puma. Loaded with clever technology designed to keep you, your family and other road users protected. Standard across the Ford Puma range is lane keeping aid¹, autonomous emergency braking with pedestrian detection¹, speed sign recognition¹, rear parking sensors¹ and 180-degree split-view reverse camera.¹



Uncompromised Load Space

Designed for more than looking good and feeling great, the Puma provides interior flexibility and storage solutions. The load compartment comfortably offers 410L of capacity with all 5 seats up and 1170L of capacity with the second row of seats folded flat.



Hands-Free Power Tailgate

No more rummaging for your keys, hands-free power tailgate² makes access to your Puma ST-Line load compartment easy, even when your hands are full. Kick your foot under the rear bumper and the hands-free power tailgate opens and closes automatically.

Overseas model shown.



Award-Winning Performance

The 1.0L EcoBoost[™] petrol engine is an 11-time winner at the International Engine and Powertrain of the Year award from its launch in 2012 to 2019.³ With 92kW of power and 170Nm of torque, the Puma's EcoBoost[™] engine maximises power whilst delivering incredible fuel efficiency of 5.3L/100km⁴, making it perfect for city trips and outdoor adventures.

Ford Puma specifications. Visit ford.co.nz for full specification details and available accessories.

	Ford Puma	Ford Puma ST-Line
Engine & Performance		
Engine		
Engine Type	1.0L GTDi Petrol (3 Cylinder)	1.0L GTDi Petrol (3 Cylinder)
Power - Maximum ¹²	92kW @ 6000 rpm	92kW @ 6000 rpm
Torque - Maximum ¹²	170Nm @ 1400-4500 rpm	170Nm @ 1400 - 4500 rpm
Transmission		
7-Speed Automatic	S	S
Paddle Shifters	-	S
Towing Capacity - Maximum (kg)		
Maximum Braked Towing Capacity ¹³	750	750
Fuel Economy & Emissions		
Fuel Economy & Capacity		
Combined Fuel Economy (L/100km) ⁴	5.3	5.3
Fuel Tank Capacity (L) with Ford Easy-Fuel [®] Capless Refuelling	42	42
Emissions Data		
CO2 Emissions (g/km) ⁴	121	121
Interior Features		
Audio & Communication		
6 Speaker Sound System	S	S
8" Colour Touch Screen	S	S
Apple CarPlay & Android Auto ¹⁰	S	S
Bluetooth [®] with Phone/Audio Streaming ¹¹	S	S
SYNC [®] 3 with Satellite Navigation & Voice-Activated Controls ⁷	S	S
Ford Pass Connectivity w/ Embedded Modem ⁸	S	S
TFT 4.2" Screen in Instrument Cluster	S	-
TFT 12" Full LCD Instrument Cluster	-	S
USB Ports x 2	S	S
Wireless Charging	S	S
Comfort & Convenience		
Ambient Lighting - LED	S	S
Auxillary 12V Power Outlet - Centre Console	S	S
Child Seat ISOFIX Anchorage Points (x 2)	S	S
Seats - Anchorage Points x3	S	S
Climate Control	Automatic	Automatic
Illuminated Vanity Mirrors	S	S
Rain Sensing Windscreen Wipers	S	S
Rear View Mirror - Auto Dimming	S	S
Privacy Glass	S	S
Seats		
Seat Trim	Ebony Cloth	Ebony Cloth w/ Red Stitching
Sport Seats	S	S
4-way Manual Driver Seat Adjustment (plus Lumbar Support)	S	S
2-way Manual Passenger Seat Adjustment	S	S
2nd Row 60/40 Split Fold	S	S
Styling		
Leather Wrapped Steering Wheel	Standard	Unique ST-Line
Leather Wrapped Gear Stick & Handbrake	S	S
Storage & Luggage Capacity (L)		
Luggage Compartment Hooks x 4	S	S
5 Seat Mode (laden to package tray)	410	410
2 Seat Mode (laden to roof)	1170	1170

S - Standard

	Ford Puma	Ford Puma ST-Line
Safety, Security and Driver Assistance		
Safety		
Airbags	Driver and Front Passenger, Front Side & Front Curtain and Rear Side Curtain	Driver and Front Passenger, Front Side & Front Curtain and Rear Side Curtain
Beltminder [™] - Driver, Front and Rear Passengers	S	S
Autonomous Emergency Braking (AEB) with Pedestrian and Cyclist Detection ^{1,14}	S	S
Brakes - Anti-Lock Braking System (ABS), Emergency Brake Assist (EBA) & Emergency Brake Light ¹	S	S
Driver Impairment Monitor with Driver Alert ¹	S	S
Electronic Stability Control (ESC)	S	S
Security		
Keyless Start	S	-
Smart Keyless Entry with Push Button Start	-	S
Thatcham Alarm	S	S
Driver Assist ¹		
Automatic Park Assistance	-	S
Cruise Control with Adjustable Speed Limiting Device	S	-
Adaptive Cruise Control with Stop & Go ¹⁵	-	S
Blind Spot Detection (BLIS)	-	S
Evasive Steer Assistance	-	S
Forward Collision Warning	-	S
Hill Launch Assist	S	S
Lane Keeping Aid with Lane Departure Warning	S	S
Parking Sensors	Rear	Front & Rear
Rear View Camera with 180 Degree Split View	S	S
Speed Sign Recognition	S	S
Selectable Drive modes: Normal, Eco, Sport, Slippery & Trail	S	S
Traction Control System	S	S
Tyre Pressure Monitoring System (TPMS)	S	S
Ride & Handling		
Suspension		
Sport Tuned	-	S
Front Suspension - Independent MacPherson struts	S	S
Rear Suspension - Twistbeam Rear Suspension with Toe-Correcting Angled Bushes	S	S
Wheels & Tyres		
Wheel Size	17" Alloy 10 Spoke (Absolute Black) with 215/55 R17 Tyres	17" Alloy 5 Spoke (Black Machined) with 215/55 R17 Tyres
Spare Wheel	16" Mini	16" Mini
Exterior Features		
Styling		
Front Grille	Chrome Inserts	Matte Black
Exhaust	Standard	Chrome Extension
Rear Spoiler	Standard	Large Single Wing
Lights		
Front Fog Lamps with Adaptive Cornering	S	S
Auto Headlamps with Auto Highbeam	S	S
LED Low Beam Projector headlamps incl. LED Daytime Running Lights	S	S
LED Tail-lamps	S	S
Visibility		
Exterior Mirrors, Body Colour, Power Adjustable, Power Folding & Heated with Puddle Lamps	S	S
Carrying		
Liftgate - Power Hands Free	-	S
Towing Hooks - Front & Rear	S	S

1. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. May not operate in some driving and road conditions (including at certain speeds) or adverse weather. **2.** Hands-Free Power Tailgate is available as standard on the Puma ST-Line only. **3.** The International Engine and Powertrain of the Year award is presented by the Engine + Powertrain Technology International (<https://www.ukimediaevents.com/engineoftheyear/>). The 1.0L EcoBoost[™] was the overall winner in 2012, 2013 and 2014, best new engine in 2012, best engine under 1.0-litre in 2012, 2013, 2014, 2015, 2016 and 2017 and sub-150 PS category winner in 2019. **4.** Fuel consumption and emissions as per ADR 81/02 (combined cycle) and to be used for vehicle comparison purposes only. It is unlikely that these fuel consumption and emissions figures will be achieved in real world driving conditions. Actual fuel consumption and emissions will depend on many factors including the driver's habits, prevailing conditions and the vehicle's equipment, condition and use. **5.** Use Remote Vehicle Start and Stop responsibly and only in well ventilated areas where you are aware of your vehicle's surroundings. **6.** Active Park Assist is available as standard on the Puma ST-Line only. **7.** Not all SYNC[®]3 features are compatible with all phones, for full compatibility list see www.ford.co.nz/sync. **8.** Use of FordPass is subject to the FordPass Terms and Privacy Policy and the Connected Vehicle Terms and Privacy Policy available on ford.co.nz/fordpass and requires a compatible mobile device, internet access and software (including software updates from time to time). You are responsible for internet access, mobile network data and voice call services required for your use of the FordPass App on your mobile device, including associated fees. The FordPass App and FordPass Connect modem can only work when both are connected to the telecommunications network. Ford cannot guarantee that FordPass will be in fully operating condition at all times and the FordPass App may be unavailable or particular FordPass services interrupted. Ford is not responsible for any limitations or restrictions of the telecommunications network or of your mobile device. **9.** Vehicle Locator only available when Vehicle Location setting is on. **10.** Apple CarPlay / Android Auto requires phone with compatible version of Apple iOS / Android[™] (as applicable), active data service, and connection cable (sold separately). SYNC[®] does not control Apple CarPlay / Android Auto while in use. Apple / Google and other third parties are responsible for their respective functionality. Message and data rates may apply. Apple CarPlay, Siri Eyes Free, iPod and iPhone are trademarks of Apple Inc. registered in the US and other countries. Android Auto and Google Maps are trademarks of Google Inc. Ford Applink[®] is available on selected SYNC[®] models and is compatible with select smartphone platforms. Warning: Local laws prohibit some phone functions while driving. Check your local road rules before using these functions. **11.** Bluetooth[®] is a registered trademark of Bluetooth SIG, Inc. and is under license. Some phones not compatible. **12.** All performance data for petrol models measured using 95RON fuel. **13.** Maximum braked towing capacity when fitted with a genuine Ford Tow Pack. Further weight restrictions apply, please consult your authorised Ford Dealer and/or refer to the Owner's Manual for guidance. **14.** AEB with Pedestrian and Cyclist Detection operates at speeds between 5km/h and 80km/h. **15.** ACC has a minimum operating speed of 30km/h. The Stop & Go functionality of this system operates as low as 0km/hr in traffic jam situations.

ST-Line model shown.

SWITCH ON AND DRIVE OFF

Intelligent technology seamlessly integrated, the Ford Puma does more than look the part. Take advantage of hands-free voice control commands and wireless charging of your smart devices to make life effortless. With remote start on the FordPass App, you can pre-heat or pre-cool the cabin to its last set temperature before you jump in.⁵ Connect your way and arrive in style.

The World At Your Fingertips with SYNC³

Sophisticated and intuitive, the SYNC³ infotainment system ensures you remain safely connected while you drive. Use voice commands to find your nearest restaurant, make hands-free phone calls and listen to text messages. Plus, seamlessly integrate your compatible smartphone through Apple CarPlay, Android Auto™ & Applink® for hands-free control of your favourite apps.⁷

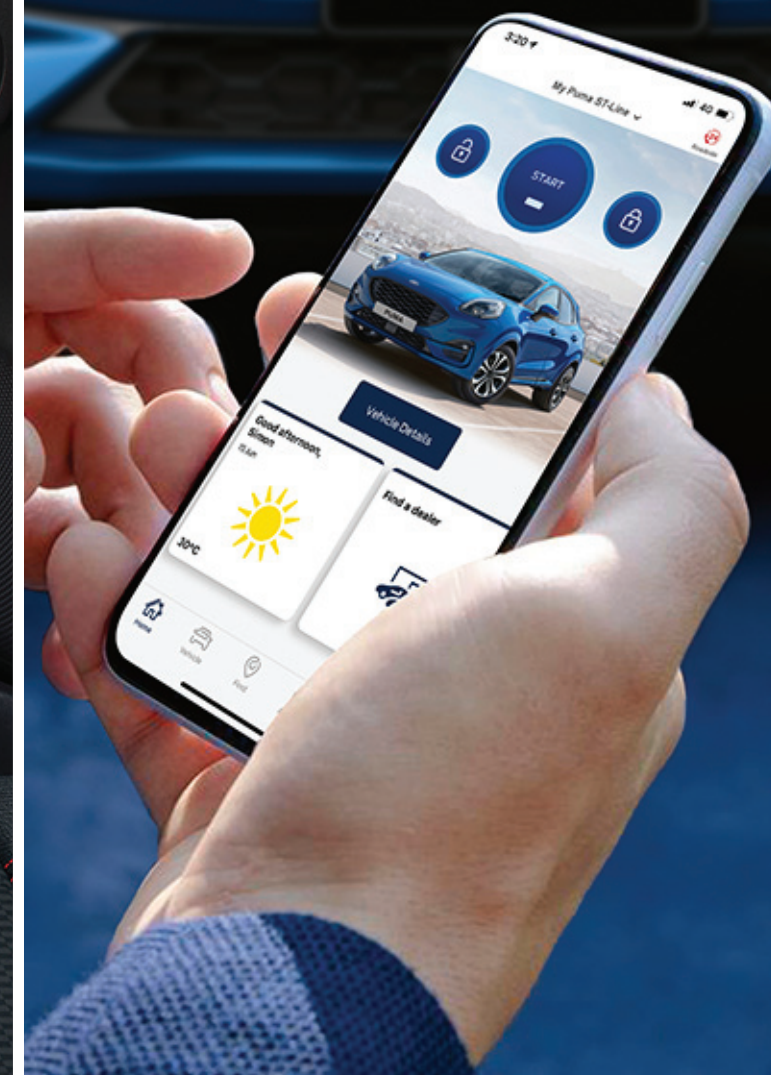
Enhanced Active Park Assist

Park on your own terms with the All-New Puma ST-Line. Enhanced active park assist⁶ helps you find and navigate a suitable parking spot, automatically steering you in and out while you work on the accelerator and brake. It's designed to make parallel and perpendicular parking stress-free.

1.0L | Power 92 kW @ 6,000 RPM
Petrol | Torque 170 Nm @ 1,500-4,500 RPM

WELCOME TO THE WORLD OF FORD CONNECTIVITY

Every Puma will arrive fitted with an embedded modem. Using the FordPass App on your mobile device⁸, you can locate your vehicle⁹, lock and unlock the doors, and even start the engine remotely to heat or cool the cabin to the last known setting.⁵



Colour Range



Agate Black



Desert Island Blue



Frozen White



Magnetic



Fantastic Red



Solar Silver

Notes

Our Commitment to You

Convenience. Reliability. And no nasty surprises. That's what service should be. And that's exactly what Ford promises when you have your car serviced. Feel at ease knowing that your car is being serviced by factory trained technicians using specialised diagnostic equipment. After all, nobody knows your Ford better than we do.

Five Year Unlimited Kilometre Warranty

Covers your new Ford Puma vehicle against defects in factory materials or workmanship for the first 60 months¹. For details about this warranty please visit: www.ford.co.nz/owners/warranty



Ford Roadside Assistance²

For the first 36 months (unlimited kms), Ford gives Puma owners complete peace of mind motoring with New Zealand's most reassuring roadside emergency service. Free accommodation or a free rental car are just some of the outstanding features of this unique service.

Service Experience

Speak to your participating Ford Dealer today about how we can help you make the most out of your vehicle experience.



20,000 kms Service Intervals²

Improved oil technology and engineering refinement has enabled Ford to offer normal scheduled service intervals of 20,000 kms or every 12 months, whichever comes first.



Loan Car Programme⁴

So we can keep you on the road when you're getting a scheduled service you can take advantage of our Loan Car Programme.



Sat Nav Map Updates³

Never lose your way again with the latest map data for your Satellite Navigation system. If your vehicle has SYNC® 2 or SYNC® 3 with Satellite Navigation, you'll receive yearly map updates until September 2024 with your scheduled servicing.



Ford Customer Assistance Centre

You'll always find us responsive to your needs. Telephone 0800 FORD NZ (0800 367 369).

Finance and Lease Options

Choosing how to finance your vehicle is a major decision. My Ford Finance can get you the Ford you want, when you want it. Fully maintained or non-maintained operating leases remove the worry of depreciation, inflation and, more importantly, do not tie up your capital in an asset. Other forms of financing are also available. Flexible deposits and repayment terms mean that a plan can be structured for your specific needs. See your Ford Dealer to discuss your financing or leasing requirements.

1. Warranty conditions and exclusions apply. 5 year/Unlimited km Ford Express New Vehicle Warranty applies to new, demonstrator, dealership and service loaner vehicles. Warranty period commences on the date of delivery except where the vehicle is a dealership, demonstration or service loaner vehicle, in which case it commences on the date on which it was first registered by an Authorised Ford Dealer. Tyres and tyre tubes are excluded. Shock absorbers and batteries are subject to shorter warranty periods. www.ford.co.nz/owners/warranty for further information.
2. Conditions apply. Further information on these warranties and services may be obtained from your Authorised Ford Dealer.
3. Available annually at participating dealers with scheduled logbook services for up to 7 years (but no later than 30 September 2024). For private, business and fleet customers. For vehicles fitted with SYNC®2 or SYNC®3 satellite navigation.
4. Vehicle model availability may vary. Available at participating dealers on scheduled logbook services or overnight warranty repairs. For private, business and fleet customers. Booking required. Participating Dealers may require customers to comply with general usage conditions.

This brochure was designed to provide you with a general introduction to your Puma and was correct at time of going to print. However, Ford's policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer.

FORD MOTOR COMPANY OF NEW ZEALAND LIMITED. Private Bag 76-912, Manukau City, New Zealand. Printed July 2021. FONZWK0080