

New Ford

Puma



Ford

Even smarter than it looks

The Ford Puma's unmistakable silhouette and effortless style demands attention. But its beauty is much more than skin deep, with innovative technology and safety features to connect and help protect you.



Puma ST-Line Vignale shown.

Hands-Free Power Liftgate with Smart Keyless Entry¹

Fumbling for your car keys? Open your Puma ST-Line Vignale with smart keyless entry just by having your keys nearby. If your hands are full, kick your foot under the rear bumper of the Puma ST-Line Vignale and the hands-free power liftgate opens and closes automatically.

Puddle Lamps



Available on ST-Line Vignale.

LED Headlamps



Available on Titanium and ST-Line Vignale.

Panoramic Roof



Available only as an option on the ST-Line Vignale.

Comfortably practical

The Ford Puma offers functionality, space and comfort, without holding back style. The 8-inch colour touch screen is available on the Titanium and ST – Line Vignale and 12.3-inch digital cluster available on Puma ST-Line Vignale⁷.

Apple CarPlay™ / Android Auto™

Seamlessly integrate your compatible smartphone through Apple CarPlay™, Android Auto™ & Applink® for hands-free control of your favourite apps^{8,9}. Stay connected with the 8-inch touch screen display, for better visibility and more control.



Wireless Charging¹²

With wireless charging standard across the range, you can ensure your compatible devices are ready to go at all times.

B&O Premium Sound System¹⁰

The advanced 10-speaker, 575-watt set-up has been specifically designed and fine-tuned for the Puma ST-Line Vignale by specialist B&O sound engineers.

Choose your drive mode

Puma comes with 5 selectable drive modes³ — Normal, Sport, Eco, Slippery or Trail — to make your journey as effortless and enjoyable as possible.

Keeping an eye on the road



180° split view Camera³

Activating automatically when you switch into reverse, the camera can reveal objects you might have missed and help you navigate tight parking spaces.

Every Puma is loaded with clever driver assist technology, designed to help keep you, your family and other road users protected.

Collision Mitigation System with Pedestrian Detection³

Always scanning ahead, Autonomous Emergency Braking alerts you to potential collisions and applies the brakes if an unexpected danger appears.

Lane Keeping Aid³

If you accidentally drift out of your lane, the Puma will apply gentle steering torque and a warning vibration to guide you back, if needed.

Tyre Pressure Monitor

Alerts you when the pressure is low, so you can manually check the pressure and reinflate your tyres to the accurate level.

Driver Assistance Pack^{3,4}

The Pack includes Blind Spot Information System (BLIS), Intelligent Adaptive Cruise Control (with Traffic Jam on A/T), Traffic Sign Recognition, Driver Impairment Monitor, Front Parking Sensors, Active Park Assist, Rear View Camera.

Uncompromised load space

Putting the fun back in functional, the Puma provides interior flexibility and storage solutions. The rear cargo can fit from 410L up to 1170L of luggage, with the seats folded down in a 60/40 split. Subject to taking out the spare wheel.



Award-winning Engine

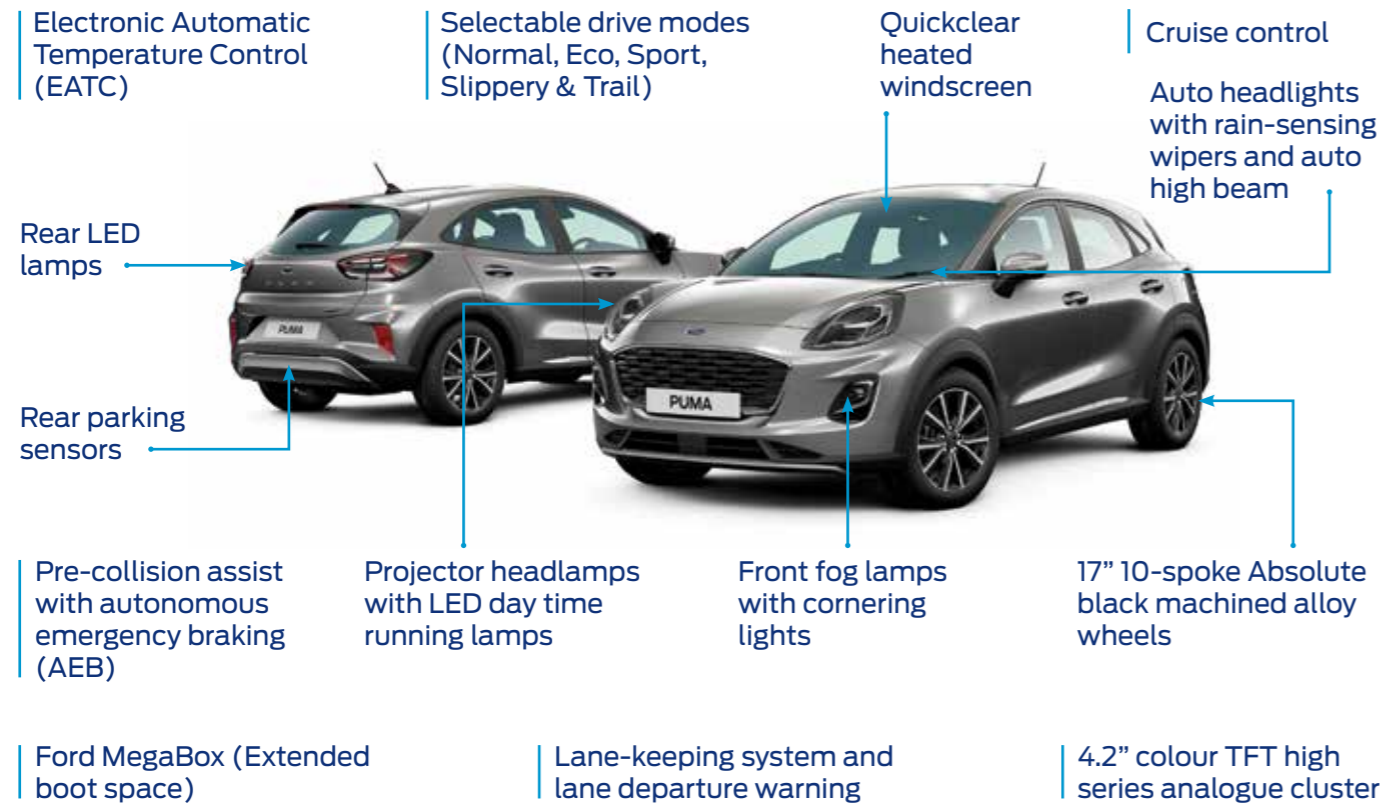
The 1.0L EcoBoost petrol engine is an 11-time winner at the International Engine of the Year awards⁵, with 92kW @ 6000rpm of power and 170Nm @ 1400-4500rpm of torque delivering incredible fuel efficiency of 5.3L/100km⁵.



1.0L
EcoBoost

92 kW of Power Fuel Efficiency 5.3 (L/100km)⁵.

Titanium Key Features



ST-Line Vignale Key Features



Ownership experience



Ford Protect

Ford Protect Offers a holistic suite of service, maintenance, extended warranty and roadside assistance products aimed at keeping your Puma in top running condition.



All Puma derivatives have its service plan unbundled from the purchase of the vehicle in line with the Competition Commission's Guidelines for the Automotive After-market Industry. Service and maintenance plans can be purchased directly from the Finance and Insurance Manager at any Ford Authorised dealership. The service plan will cover the scheduled services on your selected plan based on the time, intervals and kilometres. For complete peace of mind motoring the Premium Maintenance Plan covers scheduled services, preventative care and replacement of "wear and tear" components as well as mechanical and electrical failure. Terms and Conditions apply.

Warranty: Extension covering your vehicle for up to 7 years or 200 000kms from the original warranty start date.

Service Plans options Available for up to 8 years or 165 000kms from original warranty start date.

Maintenance Plans: Ford Protect has a variety of maintenance options for up to 8 years or 165 000kms.

Roadside Assistance: Opt for an additional 1 or 2 years Roadside Assistance.

Please contact your nearest Ford Dealer for more information regarding Ford Protect plans and products options or www.ford.co.za/owner/ford-protect/

Errors and omissions excepted (E&OE). **New Vehicle Limited Warranty.

We're constantly introducing new tools and services, designed to adapt to your needs throughout the life of your vehicle.



FordPass

FordPass puts the ownership experience in the palm of your hands. With the app, you'll enjoy remote access and control to features like Remote Start/ Stop, Vehicle Health Alerts, Vehicle Locations and Online Service Booking* anytime, anywhere.

**Available at selected Ford dealerships only.*



Online Service Booking*

You can now book a service for your Ford using the FordPass app or by visiting the Ford website. Simply enter the website or the app and select your preferred Ford dealer to get your vehicle serviced with the least amount of hassle. You can also edit or cancel your booking at any time from wherever you are.



Express Service*

Ford's 60-minute Express Service is specifically meant for reduced service wait times and when time is of the essence. Our qualified Ford technicians ensure that your vehicle is serviced without any compromise, giving you back more time on the day of service.



Service made easy

When you service at Ford with our qualified Ford technicians, your peace of mind is our top priority. We only use Genuine Ford Parts made for your vehicle and provide you with vehicle health check alerts, so you know your vehicle is being maintained the way it should. Take advantage of all the Ford Service Benefits on offer.

Ford Service Benefits

Our commitment to you

Convenience and reliability, that's what service should be. That is exactly what Ford promises when you service at a Ford dealership. Enjoy peace of mind knowing that your vehicle is handled using specialised diagnostic equipment and Ford approved tools. After all nobody knows your Ford better than we do. Speak to your preferred Ford Dealer today about how we can help you make the most out of your driving experience.



Discover the full range of Ford service benefits by visiting www.ford.co.za/ or scan the QR code to find out more.

Intelligent Oil Life Monitoring System (IOLM)

The way you drive can have a significant impact on how often your oil needs changing.

The Intelligent Oil Life Monitor in Ford vehicles is a smart system that monitors oil life and alerts you with a message in the instrument cluster and FordPass app when the oil needs changing.



Puma connects with you².

Every Puma comes fitted with an embedded modem. Using the FordPass App² on your mobile device, you can locate your vehicle, lock and unlock the doors, and even start the engine remotely to heat or cool the cabin to the last known setting.



Receive health alerts and get your Ford ready for the road ahead.



Get timely alerts on the vehicle's low tyre pressure.



Check your fuel levels remotely.



Scan to find out more about **FordPass**



FordPass



National Roadside Assistance



Vehicle Loan Program



Genuine Ford Parts



Big Brand Tyres*

*Available at selected Ford dealerships only.

	1.0L EcoBoost Titanium 7AT	1.0L EcoBoost ST-Line Vignale 7AT
Engine		
Capacity (cc)	998	998
Power (kW @ rpm)	92 @ 6000	92 @ 6000
Torque (Nm @ rpm)	170 @ 1400-4500	170 @ 1400-4500
Auto Start-Stop	Std	Std
Compression Ratio	10.0:1	10.0:1
Fuel requirement	Unleaded	Unleaded
Transmission		
Type	7-speed automatic	7-speed automatic
Performance		
Fuel Economy – NEDC ℓ/100km (combined cycle)*	5,3	5,3
CO ₂ Emission: Combined [g/km]*	121	121
Suspension		
Standard Duty Suspension	Std	-
Sports-Tuned Suspension	-	Std
Steering		
Leather steering wheel – 3 spoke, Sensico-trimmed	Std	-
Leather steering wheel – 3-spoke, Sensico-trimmed sport with unique stitching	-	Std
Brakes		
Front discs – Diameter/Width – (mm)	325/27	325/27
Rear drums – Diameter/Width – (mm)	271/11	271/11
Wheels and Tyres		
Wheels	17" Alloy	18" Alloy
Tyre size	215/55 R17	215/50 R18
Mini Spare wheel – 16" Steel (125/70R16)	Std	Std
Tyre Pressure Monitoring System (TPMS)	Std	Std
Locking wheel nuts – Running	Std	Std
Locking wheel nuts – Spare	Std	Std
Spare wheel jack	Std	Std
Safety & Security		
Selectable Drive Modes	Std	Std
Anti-locking Braking System (ABS)	Std	Std
Electronic Brake Assist (EBA)	Std	Std
Electronic Stability Control (ESC)	Std	Std
Hill Launch Assistance (HLA)	Std	Std
Cruise control (includes Adjustable Speed Limiter)	Std	Std
Lane-Keeping Aid (includes Lane-Keeping Alert)	Std	Std
Lane-Keeping System with Lane Departure Warning	Std	Std
ACC Stop and Go incl. Traffic Jam Assist (available as part of the optional Driver Assistance Pack)	O	O
Rear Parking sensors	Std	Std
Collision Mitigation System***	Std	Std
6 Airbags: Dual front, side, curtain	Std	Std
Passenger airbag de-activation	Std	Std
ISOFIX child seat fixings for rear outboard seats	Std	Std
Remote control locking	Std	Std
Thatcham alarm with immobiliser	Std	Std
Child proof rear door locks	Std	Std
Keyless Start	Std	Std
Keyless entry	-	Std
Front 3-point seat belts with load limiter and pretensioners	Std	Std
Front seatbelt manual height adjustment	Std	Std
Beltminders – Driver and Passenger	Std	Std
Retractable rear 3-point seatbelts in all positions	Std	Std
Interior Convenience		
Air Conditioning - Electronic Automatic Temperature Control (EATC)	Std	Std
Auto dimming rear-view mirror (Electrochromic)	-	Std
Leather gear knob	Std	Std
12V Power plug	Front & Rear	Front & Rear
Luggage Compartment Hooks x 4	Std	Std
Trip Computer	Std	Std
Center console openable storage area covered by armrest	Std	Std
Console cupholder x2	Std	Std

	1.0L EcoBoost Titanium 7AT	1.0L EcoBoost ST-Line Vignale 7AT
Interior Convenience Continued		
Ambient Lighting	Std	Std
Front map lights	-	Std
Front courtesy lights	Std	Std
Illuminated vanity mirrors (Driver & Pass)	Std	Std
Rear overhead courtesy lamp	Std	Std
Load compartment light	Std	Std
Front floor mats	Std	-
Premium Front and rear floor mats	-	Std
Foot rest	Std	Std
Rear coat hooks	Std	Std
Seats		
Seat trim – Ebony Cloth with Metal Grey stitching	Std	-
Seat trim – Partial Leather with Metal Grey stitching **	-	Std
Front seats – Sports-style (including rear map pocket)	Std	Std
Lumbar Massage Seat-Driver	-	Std
Lumbar Massage Seat-Passenger	-	Std
Driver's manual lumbar support adjustment	Std	Std
Passenger's manual lumbar support adjustment	-	Std
Driver seat manual 4-way adjust (up/down & recliner)	Std	Std
Front seats 2-way head restraints	Std	Std
Passenger seat manual 4-way adjust (up/down & recliner) (Available as part of the optional Styling Pack)	-	O
Seat map pockets – driver and passenger seats	Std	Std
Rear centre headrest – height adjustable	Std	Std
Rear seat – fold flat, 60/40 split	Std	Std
Audio		
Ford SYNC®3 (Navigation with DAB, 8" colour touchscreen display, 6 speakers, MP3-compatible, remote audio controls, Voice Control System, Apple CarPlay, Android Auto, hands free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and 2 USB ports for external music device)	Std	-
Ford SYNC®3 (B&O Premium Audio System + Ford SYNC®3 Navigation, with DAB, 8" colour touchscreen display, 10 speakers with subwoofer, MP3-compatible, remote audio controls, B&O Sound System, Voice Control System, Apple CarPlay, Android Auto, hands-free calling, GPS, Bluetooth®, FordPass Connect, Privacy Mode, and 2 USB ports for external music devices)	-	Std
Navigation	Std	Std
Wireless Charging	Std	Std
4.2" Colour TFT high series Analogue Cluster	Std	
USB Ports x 2 (Type C and A)	Std	Std
12.3" Digital Cluster	-	Std
8" Colour Touch Screen	Std	Std
FordPass		
Remote Lock and Unlock	Std	Std
Remote Start and Stop	Std	Std
Fuel Level & Distance to empty	Std	Std
IOLM (Intelligent Oil Life Monitor)	Std	Std
Vehicle Locator	Std	Std
Vehicle Health Alerts	Std	Std
Exterior Styling		
Rear Spoiler	Std	-
Rear Spoiler – Large Single Wing	-	Std
Front Grille	-	Chrome Inserts
Rear Bumper – body coloured, lower body coloured with high gloss black inserts and satin aluminum decor element	-	Std
Black grille with upper chrome	Std	Std
Scuff Plates with Ford Logo	Std	-
Scuff Plates with ST-Line Logo	-	Std
Active Grille Shutter	Std	Std
Exterior door handles – body colour	Std	Std
Exterior mirrors – Power adjustable, power fold with Puddle lamps	Std	Std
Panoramic Sunroof	-	O
Hands-Free Power Liftgate (includes Smart Keyless Entry)	-	Std
Locking capless fuel filler	Std	Std

	1.0L EcoBoost Titanium 7AT	1.0L EcoBoost ST-Line Vignale 7AT
Exterior Lighting		
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, black colour	Std	-
Door mirrors – Electrically-operated and heated, power-foldable, integrated side indicator, black colour with logo projection	-	Std
LED Daytime Running Lamps	Std	Std
Auto on / off headlamps	Std	Std
Approach lights	Std	Std
Home safe headlamp feature	Std	Std
Fog lamps	Front and rear	Front and rear
Windows		
Front and rear power windows	Std	Std
Power windows with one-touch up/down and global close/open	Std	Std
Rain sensing wipers	Std	Std
Rear wash / wipers	Std	Std
Privacy Glass	-	Std
Acoustic Laminated Windscreen	-	Std
Heated Front Windshield	Std	Std
Options		
Driver Assistance Pack		
Blind Spot Information System (BLIS)		
Intelligent Adaptive Cruise Control (with Traffic Jam Assist), Traffic Sign Recognition		
Driver Impairment Monitor	○	○
Front Parking Sensors		
Active Park Assist		
Rear View Camera		
Styling Pack		
Panoramic Roof		
Full Glass Roof With Shark Fin	-	○
Passenger seat manual 4-way adjust		
Exterior Paint		
Frozen White	○	○
Magnetic	○	○
Grey Matter	○	○
Desert Island Blue	○	○
Fantastic Red TC	○	○
Blazer Blue****	○	○
Agate Black****	○	○
Solar Silver****	○	○
Ford PROTECT		
Service intervals	15 000 km	15 000 km
Service plan: 5 years or 90 000km	○	○
Comprehensive warranty	4 years / 120 000 km	4 years / 120 000 km
Roadside assistance:	4 years / unlimited km	4 years / unlimited km
Corrosion warranty: 5 years / unlimited km	5 years / unlimited km	5 years / unlimited km

Std = Standard ○ = Optional – = Unavailable

Disclaimer: Ford reserves the right, subject to all applicable laws, to discontinue or change features and other specification either temporarily or permanently without incurring any liability to any prospective purchaser or purchasers
 *Fuel economy and emission figures obtained from controlled tests in Europe. Note that the actual fuel consumption and emission will depend on many factors including your driving habits, prevailing conditions and your vehicles equipment, condition and use.
 **Partial Leather is a combination of leather and high-quality, durable materials.
 ***Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. May not operate at certain speeds, or in certain driving, road or weather conditions.
 **** Blazer Blue, Agate Black and Solar Silver Puma colours are available for a limited period.

1. Hands-Free Power Liftgate is standard on Puma ST-Line Vignale. **2.** Use of FordPass™ is subject to the FordPass™ Terms and Privacy Policy and the Connected Vehicle Terms and Privacy Policy available on www.ford.co.za/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. Vehicle Local variable 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. Use Remote Vehicle Start and Stop responsibly and only in well ventilated areas where you are aware of your vehicle's surroundings. Refer to FordPass terms and conditions on our website for connected service offered periods. **3.** Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. May not operate at certain speeds, or in certain driving, road or weather conditions. See Owner's Manual for details and limitations. **4.** Drivers Assistance Pack is available as an option for all models at an additional cost. **5.** Fuel economy and emission figures obtained from controlled tests on a combined cycle. Note that the actual fuel consumption and emission will depend on many factors including your driving habits, prevailing conditions and your vehicles equipment, condition and use. Ford reserves the right, subject to all applicable laws, to discontinue or change features and other specification either temporarily or permanently without incurring any liability to any prospective purchaser or purchasers. **6.** The International Engine 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. **7.** 12.3" digital cluster only available on ST-Line Vignale. **8.** Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all SYNC 3 features are compatible with all phones. For more details see ford.co.za/technology/sync/. **9.** Apple CarPlay™ / Android Auto™ requires phone with compatible version of Apple iOS / Android™ (as applicable), active data service. 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. **10.** BANG & OLUFSEN® 2023 and B&O® 2023. BANG & OLUFSEN™ and B&O™ are registered trademarks of Bang & Olufsen Group. All rights reserved. **11.** Bluetooth® is a registered trademark of Bluetooth SIG, Inc. and is under license. Some phones not compatible. **12.** Wireless Charging only available with compatible phones.

Consult the vehicle handbook, www.ford.co.za or your nearest Ford Dealer for more information regarding Ford PROTECT plans and products. **PRINTED JULY 2024**

Puma Dimensions

	1.0L EcoBoost Titanium 7AT	1.0L EcoBoost ST-Line Vignale 7AT
Dimensions (mm) Exterior		
Ground Clearance (mm)	164	164
Overall length without/with towbar (mm)	4186	4207
Overall width with mirrors (mm)	1930	1930
Overall width with folded-back mirrors (mm)	1805	1805
Overall height without roof rails (mm)	1537	1537
Minimum distance between wheel arches (mm) (in luggage compartment)	1000	1000
Turning circle – kerb to kerb (mm)	10.4	10.4
Dimensions (mm) Interior		
1st seat row headroom (mm) (without panoramic roof)	1000	1000
1st seat row leg room (mm)	1127	1127
1st seat row shoulder room (mm)	1348	1348
REAR		
2nd seat row headroom (mm) (without panoramic roof)	965	965
2nd seat row leg room (mm) (maximum with seat in rearmost mid-height position)	877	877
2nd seat row shoulder room (mm)	1320	1320
Dimensions (mm) Other		
Fuel Tank (ℓ)	42	42
Luggage Capacity (ℓ)	456	456
Gross Combination Mass (GCM, kg)	2565	2565
Gross Vehicle Mass (GVM, kg)	1815	1815
Front Track (mm)	1567	1567
Rear Track (mm)	1523	1523
Tare Mass (kg)	1468	1468

Choose your colour



Frozen White



Desert Island Blue*



Magnetic*



Grey Matter*



Fantastic Red*

*Please note metallic paint is a chargeable option.



Titanium – 17”

10-spoke Black machined finish Alloy wheel



ST-Line Vignale – 18”

10-spoke Absolute Black machined Alloy wheel

Contact us

If you have any questions or concerns, please contact our Customer Relationship Centre on Tel : 0860 011 022 or email fordcrc2@ford.com

Running a fleet?

Our Ford Fleet team is here to assist you in any way we can.

Please email fleetsa@ford.com

Discover more at ford.co.za



The Ford logo, featuring the word "Ford" in its signature script font, rendered in white against the dark blue background.