

2018

ECOSPORT



Go Further



SWING OPEN THE NEXT BIG THING

Get into the swing of things with the all-new 2018 EcoSport – a new SUV from Ford designed for endless possibilities. Trim outside. Spacious inside. With Intelligent 4WD,¹ and a swing-gate rear hatch that opens wide for cargo, it's nimble and ready for just about anything. Plus, voice-activated SYNC[®] 3¹ with Apple CarPlay™ and Android Auto™ compatibility, and SYNC Connect¹ technology, helps keep you in touch even on the go. The all-new 2018 Ford EcoSport. Always Unstoppable.



Enhanced voice-recognition on SYNC® 3¹ makes it incredibly easy to use. Your choice of screen sizes includes an 8" touchscreen¹ with swipe capability, as well as pinch-to-zoom functionality with Navigation!¹ To load larger items, fold one or both sides of the 60/40 split-fold rear seat down. On EcoSport SES, standard roof rails and crossbars help you secure additional gear up top.





GO WITH THE GLOW

Give your 2018 EcoSport its own unique mood with ambient lighting!¹ 7 colorful hues (Ice Blue, Orange, Soft Blue, Red, Green, Blue and Purple) let you create the look you desire.

RAISE THE MOONROOF¹

Courtesy of the 675-watt B&O PLAY™ Premium Audio System by HARMAN, standard on Titanium. It maintains optimal sound in the cabin regardless of where you sit. Specifically tailored placement and calibration make the most of its 9 speakers and subwoofer. Pair your compatible mobile phone with SYNC®¹ and play all of your favorites by artist, song title, or playlist.



FIND YOUR HAPPY SPACE

There's more than meets the eye inside EcoSport Titanium. Start with standard leather-trimmed seats with perforated accents. Generous seating and storage is made even more inviting by a power moonroof with sunshade. To load longer items, simply raise the seat cushion on one side of the 60/40 split-fold rear seat, then fold the back of the seat down. The other side can stay up to accommodate passengers. And for those chilly days, opt for the Cold Weather Package with a heated,¹ leather-wrapped steering wheel and windshield wiper de-icer.¹

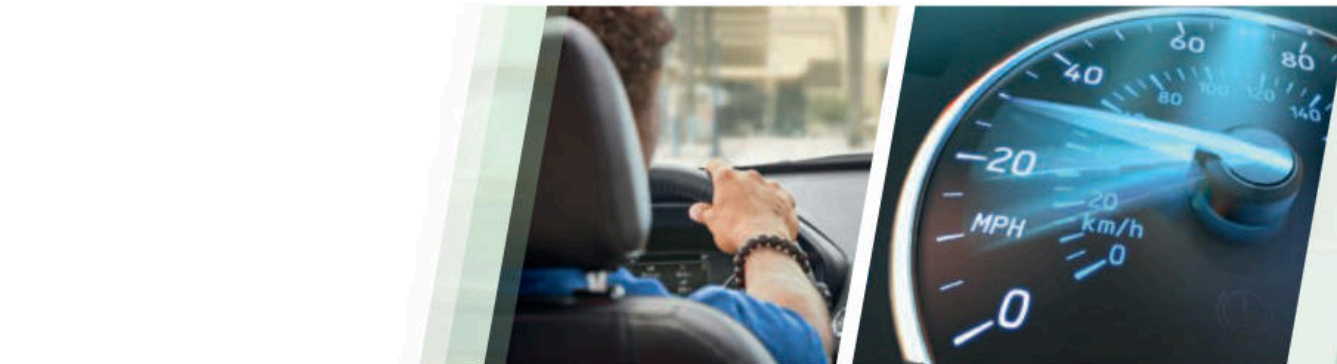




With up to 30 pockets, bins and hooks, EcoSport makes efficient use of every available space. A rear Cargo Management System allows you to adjust the load-floor height for different levels of storage. In its top position, and with the rear seat folded down, a spacious load floor is perfect for moving furniture and other items.

Up top, roof-rack side rails¹ and crossbars¹ allow you to carry even more cargo. To help keep items cool, EcoSport has a climate-controlled glove box. While a seat-side pocket helps keep smaller items secure and in their place.





ZIP AND SIP

A turbocharged wonder, the award-winning 1.0L EcoBoost® engine¹ has an impressive combination of driveability and fuel efficiency. It's paired with a 6-speed SelectShift® automatic transmission and front-wheel drive (FWD).¹

FIND YOUR SWEET SPOT

The 2.0L Ti-VCT engine¹ combines direct injection with twin independent variable camshaft timing to deliver an impressive 166 horsepower. It's paired with Intelligent 4WD¹ for enhanced driving fun.

OPTIMIZE FUEL CONSUMPTION

And help reduce emissions during city driving with Auto Start-Stop Technology. When stopped, or while idling with your foot on the brake, the engine automatically shuts off. It seamlessly restarts as soon as you release the brake pedal. You can easily turn this feature on or off with the touch of a button.

KEEP YOUR FOOTING

With front-wheel drive,¹ or the enhanced grip of Intelligent 4WD,² EcoSport instills confidence in changing road and weather conditions. The Intelligent 4WD System assesses those conditions about 20 times faster than the blink of an eye, readjusting as needed to deliver the appropriate balance of handling and traction.



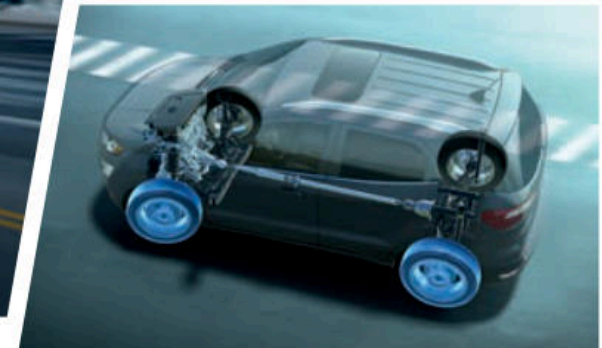
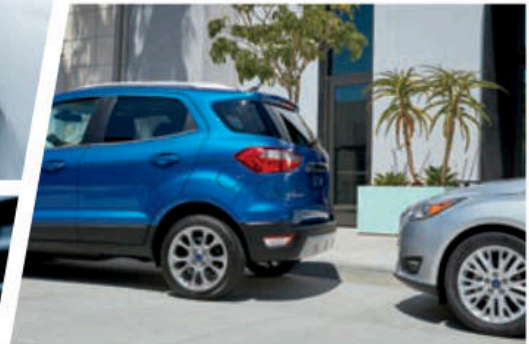
BIG ON PROTECTION 10 standard airbags on EcoSport include: driver and front-passenger dual-stage front; driver and front-passenger knee; front- and rear-seat side, and side-curtain airbags for both rows.

STAY ALERT TO TRAFFIC BLIS® (Blind Spot Information System) with cross-traffic alert^{1,2} helps warn you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

ACTIVATE WHEN WET When the rains come, rain-sensing windshield wipers¹ turn on automatically to help keep your forward view clear.

BE ALERTED TO WHAT'S BEHIND YOU Along with the standard rear view camera, the Reverse Sensing System¹ audibly alerts you to objects behind EcoSport as you slowly back up.

MAINTAIN YOUR BALANCE Smart standard features like AdvanceTrac® with RSC® (Roll Stability Control™)³ provide enhanced stability in a variety of conditions. By selectively applying individual brakes and modifying engine power, the system helps keep all 4 wheels firmly planted.





APPLE CARPLAY™ COMPATIBILITY⁵

Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music®
Utilize Apple Maps for voice-guided navigation and estimated travel time



ANDROID AUTO™ COMPATIBILITY⁵

Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time



SYNC APPLINK®⁶

Voice control for your favorite compatible mobile apps
Spotify® ♦ Pandora® ♦ and more



FORDPASS™ SMARTPHONE APP³

Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
Get help from our trained team of Ford Guides – available 24/7



VOICE-ACTIVATED NAVIGATION²

Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability



SYNC CONNECT^{2,4}

4G LTE Wi-Fi hotspot lets you connect up to 10 devices
Powered by FordPass to:
• Locate your vehicle
• Remotely start, stop, lock or unlock it
• Check your fuel level and mileage



SIRIUSXM® TRAFFIC & TRAVEL LINK®^{2,7}

Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

SYNC 3

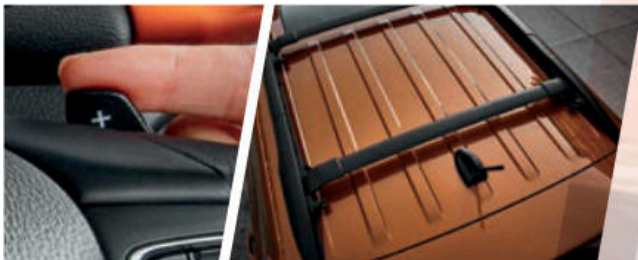
STAY CONNECTED ON THE MOVE

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3^{1,2} lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen to access its many helpful features. Bring the power of Siri® into EcoSport with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

2018 EcoSport | ford.com

¹Don'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 features are compatible with all phones. ²Available feature. ³Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁴Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in "Build Your EcoSport" section of Specifications and your Ford Dealer for details. ⁵Requires 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. ⁶Commands may vary by phone and AppLink software. ⁷Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 3 in "Build Your EcoSport" section of Specifications and your Ford Dealer for more details.





MAKE A SPLASH WITH SES

The personality-packed EcoSport SES stands apart from any crowd. With black bezels for the fog lamps and headlamps. Black roof rails and crossbars. Unique taillamps. Plus, 17" Premium Dark Tarnish Metallic-painted aluminum wheels. Inside, bold copper-painted appliques brighten the instrument panel, while the partial leather-trimmed seats feature unique cloth inserts with orange accents. Start up the fun with the 2.0L Ti-VCT engine that's paired with a paddle-shifted 6-speed SelectShift® automatic transmission. Intelligent 4WD and a sport-tuned suspension help you handle adventure in stride.



GET EQUIPPED WITH SE

LED signature lighting and 16" aluminum wheels enhance the SE exterior. Inside, a power moonroof with sunshade improves any view. Electronic automatic temperature control helps comfort front-seat occupants, while a leather-wrapped steering wheel and gear shift knob put you in command behind the wheel. Opt for the SE Convenience Package to add BLIS® (Blind Spot Information System) with cross-traffic alert,¹ ambient lighting,¹ an 8" touchscreen¹ with Navigation,¹ a 110V power outlet¹ and more.



S



16" Magnetic Low Gloss-Painted
Machined-Face Aluminum
Standard: S

SE



16" Shadow
Silver-Painted Aluminum
Standard: SE

SES



17" Premium Dark Tarnish
Metallic-Painted Aluminum
Standard: SES

TITANIUM



17" Premium Dark
Stainless-Painted Aluminum
Standard: Titanium



17" Painted
Machined Aluminum
Optional: SE/SES/Titanium
(late availability)

STANDARD FEATURES

Mechanical

Active Grille Shutters
 Battery saver
 Electric power-assisted steering
 Power disc brakes with Anti-Lock Brake System (ABS)
 Tire inflator and sealant kit

Driver-Assist Technology

Autolamp automatic on/off headlamps
 Hill start assist

Seating

Front bucket seats with seat back map pockets
 60/40 flip-up and split-fold rear bench seat

Interior

12V powerpoints (2)
 Cargo area cover
 Cargo Management System (includes adjustable shelf)
 Cargo tie-down hooks (4)
 Climate-controlled glove box bin
 Compass display
 Driver and front-passenger sun visors with illuminated vanity mirrors
 Folding front-passenger grab handle
 Front and rear dome/map and rear cargo area lights
 Front-row center console with 2 cupholders and armrest
 Illuminated Entry System with theater-dimming feature
 Manual-tilt/-telescoping steering column
 Message center with trip computer
 Outside temperature display
 Overhead console with sunglasses holder
 Particulate air filter
 Power door locks
 Power windows with one-touch-up/-down driver's side feature
 Steering wheel-mounted cruise and audio controls
 Supplemental PTC heater

Exterior

Acoustic-laminate windshield
 Easy Fuel[®] capless fuel filler
 Front and rear tow hooks
 Rear-window defroster
 Swing-gate rear door
 Variable-intermittent windshield wipers with washer; intermittent rear wiper with washer

Safety & Security

Personal Safety System[™] for driver and front passenger includes dual-stage front airbags¹ safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
 Driver and front-passenger knee airbags¹
 Front-seat side airbags¹
 Rear-seat side airbags¹
 Safety Canopy[®] System with side-curtain airbags¹ and rollover sensor
 3-point safety belts for all seating positions
 Adjustable head restraints for all seating positions
 AdvanceTrac[®] with RSC[®] (Roll Stability Control[™])
 Belt-Minder[®] front safety belt reminder
 Child-safety rear door locks
 Front height-adjustable shoulder safety belts
 Individual Tire Pressure Monitoring System (excludes spare, if equipped)
 LATCH – Lower Anchors and Tether Anchors for Children (rear outboard seating positions)
 MyKey[®] technology to help parents encourage responsible driving
 Rear view camera
 SecuriLock[®] Passive Anti-Theft System
 SOS Post-Crash Alert System[™]

POWERTRAINS/EPA-ESTIMATED RATINGS²

1.0L EcoBoost[®] I-3

Auto Start-Stop Technology
 123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 3,500 rpm
 6-speed SelectShift[®] automatic
 FWD 27 city/29 hwy/28 combined mpg
 Standard: S/SE/Titanium

2.0L Ti-VCT I-4

Auto Start-Stop Technology
 166 hp @ 6,500 rpm 149 lb.-ft. of torque @ 4,500 rpm
 6-speed SelectShift automatic
 4WD 23 city/29 hwy/25 combined mpg
 Standard: SES Optional: S/SE/Titanium

DIMENSIONS

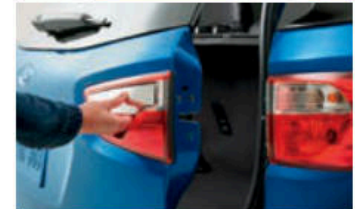
Exterior	4x2/4x4
Wheelbase	99.2"
Length	161.3"
Height	64.8"/65.1"
Width – Excluding mirrors	69.5"
Width – Including mirrors	81.0"
Width – Mirrors folded	71.9"
Interior	Front/Rear
Head room	39.6"/37.5"
Leg room	42.9" (max.)/36.7"
Hip room	51.6"/50.9"
Shoulder room	53.3"/51.3"
Capacities (cu. ft.)	
Passenger volume	91.1
Cargo volume behind front seats	50.0
Cargo volume behind rear seats	20.9
Fuel tank (gal.)	13.6

BUILD YOUR ECOSPORT | S : STANDARD O : OPTIONAL P : PACKAGE CONTENT

S	SE	SES	TITANIUM
			Mechanical
S	S	S	Front-wheel drive (FWD) (1.0L EcoBoost® engine only)
O	O	S	O Intelligent 4WD (2.0L TI-VCT engine only)
		S	S Sport-tuned suspension
		S	S Steering wheel-mounted transmission paddle shifters
			Driver-Assist Technology
P	S	S	S BLIS® (Blind Spot Information System) with cross-traffic alert
		S	S Rain-sensing windshield wipers
S	S	S	S Reverse Sensing System
S			S SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist,® AppLink,® and 2 smart-charging USB ports
S			S SYNC 3 with 6.5" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports
P	S	S	S SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay compatibility, Android Auto compatibility, and 2 smart-charging USB ports
P	S	S	S SYNC Connect¹ embedded 4G LTE modem powered by FordPass™ App² (includes Wi-Fi hotspot capability)
			Seating
S			S 4-way manual driver and front-passenger seats
S	S	S	S 6-way power driver's seat and 4-way manual front-passenger seat
		S	S Heated front seats
			Interior
S	S		S AM/FM stereo with MP3 capability and 6 speakers
		S	S AM/FM stereo with MP3 capability and 7 speakers
		S	S B&O PLAY™ Premium Audio System by HARMAN with 9 speakers, subwoofer, 675 watts and HD Radio™ Technology

S	SE	SES	TITANIUM
S	S	S	S SiriusXM® Radio with 6-month trial subscription³
		P	S S Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription³
		P	S S 110V/150W AC power outlet
		P	S S Ambient lighting
		S	S Auto-dimming rearview mirror
		S	S Climate – Manual air conditioning
		S	S Climate – Electronic automatic temperature control
		S	S Flooring – Front carpeted floor mats
		S	S Flooring – Front and rear carpeted floor mats
		S	S Instrument panel appliques – Ano Gray
		S	S Instrument panel appliques – Copper-painted
		S	S Instrument panel appliques – High-gloss Black-painted
		S	S Intelligent Access with push-button start
		S	S Leather-wrapped steering wheel and shift knob
		S	S Power moonroof with sunshade
O	O	O	O Remote Start System
			Exterior
S	S	S	S Beltline moldings – Black
		S	S Beltline moldings – Chrome
		S	S Configurable daytime running lamps – Halogen
		S	S Configurable daytime running lamps – LED (activates LED signature lighting)
		S	S Door handles – Black molded-in-color
		S	S Door handles – Body-color
		S	S Fog lamps with body-color bezels
		S	S Fog lamps with black bezels
O	O	O	O Front and rear molded splash guards
S			S Grille – Black bars and surround
		S	S Grille – Silver Lining-painted bars and surround
		S	S Grille – Magnetic-painted bars and surround
		S	S Grille – Chrome bars and surround
S			S Headlamps – Halogen quad-beam reflector
		S	S Headlamps – Black bezels
		S	S Headlamps – Halogen quad-beam projector

S	SE	SES	TITANIUM
O	O	O	O Keyless-entry keypad
		S	S Metallic-colored front and rear bumper accents
S			S Mirrors – Black, power sideview
S	S	S	S Mirrors – Body-color, power sideview with turn signal indicators
		P	P S Mirrors – Heated sideview
S	S		S Mirrors – Integrated blind spot mirror in sideview
		S	S Perimeter alarm
S	S	S	S Privacy glass (rear doors, rear quarter windows and swing-gate window)
S	S		S Roof rack – Black side rails
		S	S Roof rack – Silver-painted side rails
		S	S Roof rack – Black crossbars
O			S Spare tire carrier (includes spare wheel and tire with locking lug nuts and jack; replaces tire inflator and sealant kit)
		S	S Unique taillamps with blackout treatment
			Packages
O	O	O	O Cargo Management Package: cargo net and cargo organizer
O	O	O	O Cold Weather Package: front and rear floor liners, heated steering wheel, and windshield wiper de-icer (includes heated sideview mirrors on SE and SES)
O	O	O	O Interior Protection Package: cargo mat, and front and rear floor liners (not available with Cold Weather Package)
O			O SE Convenience Package: 110V/150W AC power outlet; ambient lighting; BLIS (Blind Spot Information System) with cross-traffic alert; 7 speakers; SYNC 3 with 8" color LCD capacitive touchscreen in center stack with swiping capability; SYNC Connect;¹ and voice-activated Navigation System

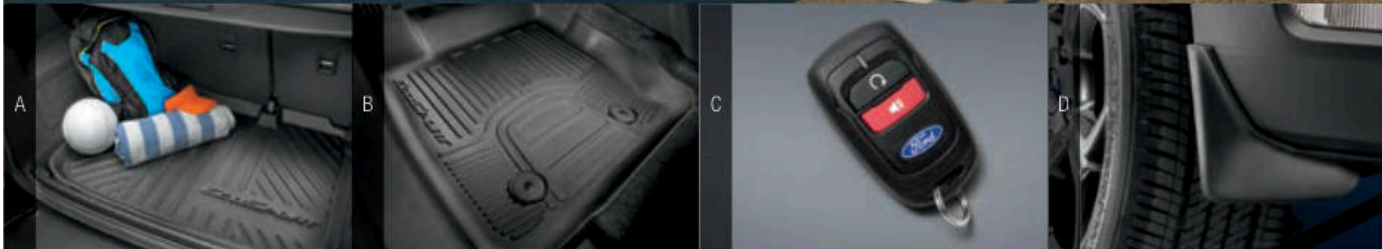


Top to bottom: Power moonroof⁴ with sunshade ▪ Intelligent Access with push-button start⁴ ▪ Halogen quad-beam projector headlamps⁴ with LED configurable daytime running lamps⁴ ▪ Swing-gate hatch release, hidden in rear taillamp ▪ Dual smart-charging USB ports

¹SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Certain restrictions, 3rd-party terms, or message and data rates may apply. Evolving technology/cellular networks may affect future functionality. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. ²FordPass smartphone app, for use with SYNC Connect, is available via download and compatible with select smartphone platforms. FordPass is on the AppStore® and Google Play™. Learn more at fordpass.com. Message and data rates may apply. ³After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package, by Sirius XM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁴Available feature.



	S	SE	SES	TITANIUM
Exterior				
Shadow Black	1	2 3	4	5 6
Smoke ¹	1	2 3	4	5 6
Canyon Ridge ¹		3	4	6
Blue Candy Metallic Tinted Clearcoat ²		2 3		5 6
Lightning Blue ¹	1	2 3	4	5 6
Race Red (late availability)	1	2 3	4	5 6
Ruby Red Metallic Tinted Clearcoat ²		2 3	4	5 6
Moondust Silver ¹	1	2 3	4	5 6
White Platinum Metallic Tri-coat ²		2 3	4	5 6
Diamond White ¹	1	2 3	4	5 6



FORD ACCESSORIES

Titanium in Ruby Red Metallic Tinted Clearcoat accessorized with front and rear molded splash guards, keyless entry keypad, roof crossbars,¹ roof-mounted bike carrier by THULE^{®1,2} and wheel lock kit

accessories.ford.com

Exterior

- Racks and carriers^{1,2}
- Roof crossbars¹
- Splash guards (D)
- Wheel lock kit

Interior

- Ash cup/coin holders
- Cargo area protector (A)
- Cargo organizers and protectors
- Carpeted floor mats
- First aid and roadside assistance kits²
- Floor liners (B)
- Interior light kit
- Protective seat covers²
- Tablet cradle²

Electronics

- Bullfrog[®] portable Bluetooth[®] speakers²
- Keyless entry keypad
- Rear seat entertainment²
- Remote start systems (C)
- Vehicle Security System

New Vehicle Limited Warranty. We want your Ford EcoSport ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion (perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Roadside Assistance. Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need towing. Your Ford Dealer can provide complete details on all of these advantages.

Ford Credit. Get the ride you want. Whether you plan to lease or finance, you'll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

Ford Protect™ Extended Service Plans. Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

Insurance Services. Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at fordvip.com for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

Ford Original Accessories. They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty. Ford Licensed Accessories (FLA) are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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Comparisons based on competitive models excluding other Ford vehicles (class is Mini/Subcompact Utilities based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.

¹Consult owner's manual for details on roof-rack load limits. ²Ford Licensed Accessory.