

# CARGAZING

2018 FORD ECOSPORT

## Ford unveils EcoSport SUV

PRESS RELEASE

Ford recently introduced the all-new EcoSport for North America for those who want space-saving convenience and SUV capability.

The EcoSport – a fun, capable, connected compact SUV – starred in the world’s first-ever vehicle reveal on Snapchat, kicking off a Hollywood pop-up event open to the public.

The interactive event showcases how EcoSport is a perfect companion for those who believe in going small and living big.

“More people are choosing to spend their time and money sharing experiences with friends and family instead of buying more stuff,” said Chantel Lenard, executive director, Ford U.S. marketing. “EcoSport fits per-



The 2018 EcoSport is Ford's smallest SUV in size but not in its feature set, with impressive technologies.



A smartphone app for the EcoSport lets owners start, lock, unlock and locate their vehicle.

fectly into this growing lifestyle. It’s our smallest SUV, packed with features and personality.”

### FUN SOUND

EcoSport’s available premium B&O PLAY audio system brings your music to life. HARMAN acoustic engineers spent hundreds of hours perfecting the in-vehicle music experience.

The Ford-exclusive B&O PLAY audio system, standard on EcoSport

Titanium, features 10 speakers, including B&O PLAY-branded tweeters and woofers in the front doors and a subwoofer in back. The 675-watt system unlocks the power of your favorite music and transforms every drive into a “living big” experience.

### TECHNOLOGY

EcoSport makes it easy to stay in touch with friends and family with SYNC 3, Ford’s communications and entertainment

system. Faster, more intuitive and easier to use, the system provides more conversational voice recognition and enhanced response to driver commands. Optimized for hands-free use, SYNC 3 for EcoSport is coupled with a touch screen similar to a smartphone or tablet. The 8-inch screen gives front-row occupants easy access to operate available Apple CarPlay and Android Auto commands, and B&O PLAY audio settings.

Drivers also have the

ability to start, lock, unlock and locate their vehicle from almost anywhere using available SYNC Connect with FordPass. The mobile app lets owners view vehicle information, such as the fuel level and odometer reading, when not in the vehicle.

EcoSport features two fast-charging USB ports to ensure owners’ devices are always juiced. Plus, there’s a 12-volt power outlet. An available 110-volt outlet positioned behind the center console and another 12-volt outlet allow rear-seat passengers to stay plugged in, too.

### EFFICIENCY

Equipped with either the award-winning, 1.0-liter three-cylinder turbo-charged EcoBoost or 2.0-liter four-cylinder, EcoSport provides power and control. Drivers opting for the 2.0-liter engine get Ford’s Intelligent 4WD standard. Both come with six-speed automatic transmissions.

As many as 30 storage pockets, bins, hooks make efficient use of every interior inch. A cargo management system at the rear features a movable floor board and fold-away second-row seats to provide a flat area for moving furniture and other larger items.