

Puma

2023.75MY



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.



Hands-Free Power Liftgate with Smart Keyless Entry¹

Fumbling for your car keys? Open your Puma ST-Line V 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 V and the hands-free power liftgate opens and closes automatically.

Puma ST-Line V shown.

Puma ST-Line V shown with optional Black Painted Roof.



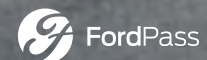
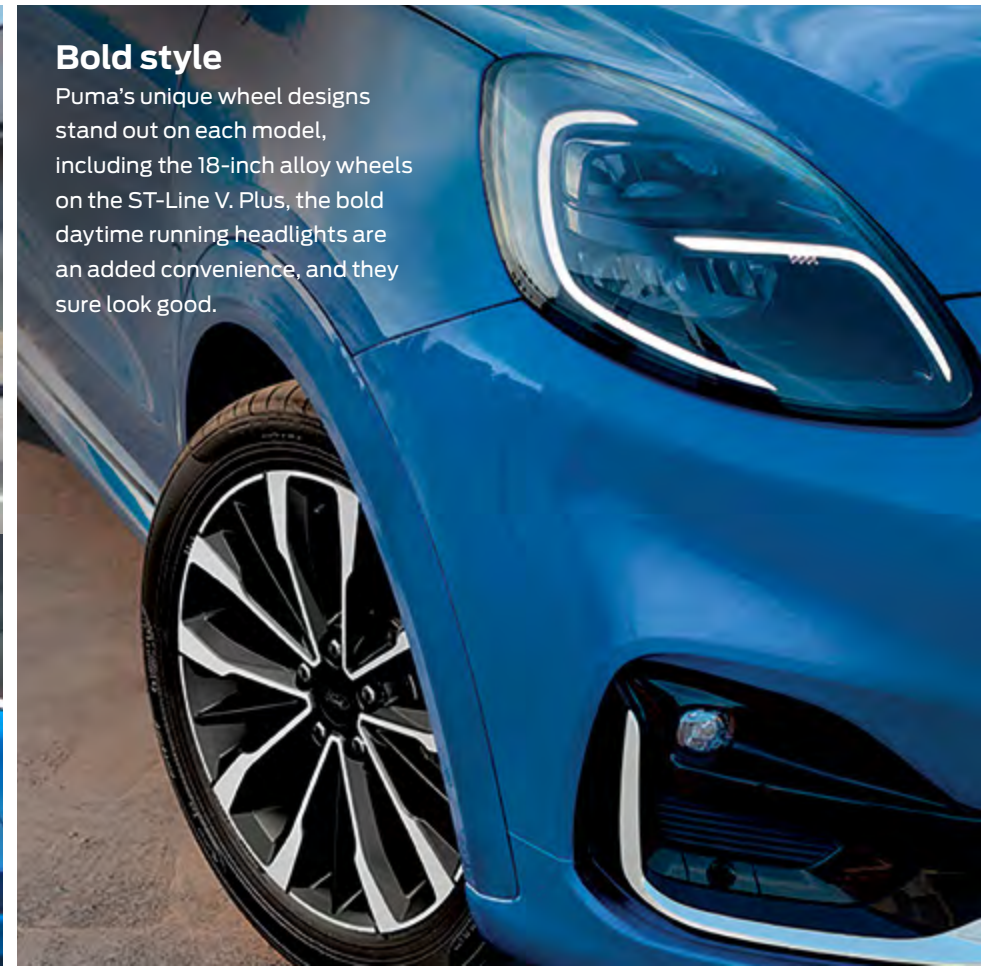
Scan to find out more about **FordPass**

FordPass App appearance as at May 2022 with minimum iOS 13.0 software or later and compatible device.



Bold style

Puma's unique wheel designs stand out on each model, including the 18-inch alloy wheels on the ST-Line V. Plus, the bold daytime running headlights are an added convenience, and they sure look good.



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.

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.

AEB 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.

Optional Park Pack^{3,4}

Make parking easier with the Optional Park Pack. The Park Pack includes Adaptive Cruise Control with Stop & Go, Automatic Park Assistance, Front Parking Sensors, Blind Spot Information System (BLIS) and Reverse Cross Traffic Braking³.



1.0L
EcoBoost

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



A. Award-winning Engine

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

B. 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.

Puma ST-Line shown.

Comfortably practical

The Ford Puma offers functionality, space and comfort, without holding back style. The 8-inch colour touch screen and 12.3-inch digital cluster⁷ available on Puma ST Line and ST-Line V makes every drive effortless.

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.



C. Wireless Charging

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

D. 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 V by specialist B&O sound engineers.

E. 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.

Choose your colour

*Prestige Paint is an option that incurs an additional charge ^Available with Black Painted Roof as an option on ST-Line V at an additional charge
~Not available on Puma ST-Line V



Frozen White



Blazer Blue~



Agate Black*



Desert Island Blue*^



Grey Matter*^



Fantastic Red*^



Magnetic*



Solar Silver*^

Puma 2023.75MY specifications. Visit ford.com.au for full specification details and available accessories.

	Puma 1.0L Petrol FWD	Puma ST-Line 1.0L Petrol FWD	Puma ST-Line V 1.0L Petrol FWD	
Engine, Transmission & Drivetrain				
Engine	1.0L EcoBoost Petrol	1.0L EcoBoost Petrol	1.0L EcoBoost Petrol	
Maximum Power	92kW @ 6000 RPM	92kW @ 6000 RPM	92kW @ 6000 RPM	
Maximum Torque	170Nm @ 1400-4500 RPM	170Nm @ 1400-4500 RPM	170Nm @ 1400-4500 RPM	
7-speed DCT Automatic Transmission	S	S	S	
Auto Start-Stop	S	S	S	
Combined Fuel Economy (L/100km)(Auto) ⁵	5.3	5.3	5.3	
CO ₂ Emissions (g/km)(Auto) ⁵	121	121	121	
Sports-tuned suspension	-	S	S	
Exterior				
Standard features across all models include:	<ul style="list-style-type: none"> Brake Calipers - Non painted Exterior Mirrors - Body Colour¹¹; Power Adjustable, Power Folding & Heated 	<ul style="list-style-type: none"> 'Follow Me Home' Lighting Front Fog & Cornering Lamps LED Daytime Running Lamps & LED Tail Lamps 	<ul style="list-style-type: none"> Puddle Lamps Wheels - 16" Mini Spare Wheel 	
Front Grille	Matte Black	Matte Black	Chrome Inserts	
Exhaust - Chrome Extension	-	S	-	
Exterior Headlamps	LED Projector Headlamps	LED Projector Headlamps	LED Signature Headlamps	
Rear Spoiler	S	-	-	
Rear Spoiler - Large Single Wing	-	S	S	
Scuff Plates with ST-Line Logo	-	-	S	
Wheels - 17" Alloy (Absolute Black) with 215/55 R17 Tyres	S	-	-	
Wheels - 17" Alloy (Black Machined) with 215/55 R17 Tyres	-	S	-	
Wheels - 18" Alloy (Multi Spoke) 215/50 R18 Tyres	-	-	S	
Audio and Communication				
Standard features across all models include:	<ul style="list-style-type: none"> 8" Colour Touch Screen Apple CarPlay™ Android Auto™ & Applink⁹ DAB+/FM Radio 	<ul style="list-style-type: none"> Bluetooth¹² Enabled Audio Streaming & USB Interface FordPass Connect - Embedded Modem² 	<ul style="list-style-type: none"> Satellite Navigation with Traffic Message Channel¹³ SYNC[®]3 with Voice-Activated Controls⁸ 	<ul style="list-style-type: none"> USB Ports x 2 Voice Pass Through (Siri/Google Assistant)⁹ Wireless Charging¹⁴
6 Speaker Sound System	S	S	-	
Premium Sound System (B&O PLAY) - 10 Speakers with Subwoofer ¹⁰	-	-	S	
4.2" Analog Cluster	S	-	-	
12.3" Digital Cluster	-	S	S	
Comfort and Convenience				
Standard features across all models include:	<ul style="list-style-type: none"> Auxiliary 12V Power Outlet - Rear of Centre Console Floor Mats - Driver & Passenger Front 	<ul style="list-style-type: none"> Illuminated Vanity Mirrors LED Ambient Lighting Luggage Compartment Hooks 	<ul style="list-style-type: none"> Power Front & Rear Windows Rain Sensing Windscreen Wipers Rear View Mirror - Auto Dimming & Rain Sensing 	<ul style="list-style-type: none"> Sensico[®] Artificial Leather Wrapped Gear Lever & Handbrake
Automatic Climate Control	S	-	S	
Sensico [®] Artificial Leather Wrapped Steering Wheel	S	-	-	
Sensico [®] Artificial Leather Wrapped Steering Wheel - Unique ST-Line	-	S	S	
Privacy Glass	-	-	S	
Push Button Start ¹⁵	S	S	S	
Safety				
Standard features across all models include:	<ul style="list-style-type: none"> Anti-Lock Braking System (ABS)³ Auto Headlamps & High Beam Autonomous Emergency Braking (AEB) with Pedestrian Protection³ 	<ul style="list-style-type: none"> Electronic Stability Control³ Emergency Brake Assist (EBA)³ Rear View Camera with 180-Degree Split View³ 	<ul style="list-style-type: none"> Seatbelt Minder/Monitors for 1st and 2nd row Traction Control System³ Tyre Pressure Monitoring System 	
6 Airbags standard including:	Driver and Front Passenger, Front Side and Front Curtain and Rear Side Curtain			
Security				
Proximity Alarm	S	S	S	
Driver Assistance³				
Standard features across all models include:	<ul style="list-style-type: none"> Cruise Control Driver Impairment Monitor Emergency Assistance¹⁶ 	<ul style="list-style-type: none"> Hill Hold Assist Hill Launch Assist Lane Keeping Aid with Lane Departure Warning 	<ul style="list-style-type: none"> Rear Parking Sensors Traffic sign recognition¹⁷ 	
Adaptive Cruise Control ^{3, 15}	P	P	P	
Parking Sensors - Front ^{15, 18}	P	P	S	
Seating				
Seat Trim	Ebony Cloth with Metal Grey stitching	Ebony Cloth with Red stitching	Sensico [®] Artificial Leather with Metal Grey Stitching	
2nd Row 60/40 split fold	S	S	S	
Child Seat Upper Anchorage Points (x 3)	S	S	S	
Child Seat ISOFIX Anchorage Points (x 2)	S	S	S	
Factory Options¹⁵				
Hands-Free Power Liftgate (includes Smart Keyless Entry)	O	O	S	
Panoramic Sunroof	-	-	O	
Park Pack, including:				
Adaptive Cruise Control with Stop & Go, Automatic Park Assistance, Front Parking Sensors ¹⁹ , Blind Spot Information System (BLIS) and Reverse Cross Traffic Braking ^{3,4}	O	O	O	
Black Painted Roof (Available on Grey Matter, Desert Island Blue, Fantastic Red and Solar Silver exterior paint colours)	-	-	O	
Prestige Paint	O	O	O	

S = Standard O = Optional P = Part of Pack -- = Not available

1. Hands-Free Power Liftgate is standard on Puma ST-Line V and available as an option at additional cost on Ford Puma & Puma ST-Line. 2. Use of FordPass is subject to the FordPass Terms and Privacy Policy available on ford.com.au/fordpass and requires a compatible mobile device, internet access and software (including software updates from time to time). FordPass functionality and appearance may change over time due to software updates. 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. The FordPass Connect modem will only function on the 3G or 4G telecommunications networks. When these networks are no longer available, the modem will stop functioning and the connected services and all data transmission via the modem will cease. 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. 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. 3. 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. 4. Optional Park Pack is available as an option for all models at an additional cost. 5. 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. 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 and ST-Line V. 8. Don't drive distracted. Use voice operated systems where possible and don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all SYNC features are compatible with all phones. SYNC screen appearance and functionality may change over time due to software updates. 9. 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. 10. BANG & OLUFSEN[®] 2024 and B&O[®] 2024, BANG & OLUFSEN[™] and B&O[™] are registered trademarks of Bang & Olufsen Group. Licensed by Harman Becker Automotive System Manufacturing Kft. All rights reserved. 11. Agate Black paint colour when black painted roof is optioned. 12. Bluetooth[®] is a registered trademark of Bluetooth SIG, Inc. and is under license. Some phones not compatible. 13. Traffic Message Channel is currently provided through an arrangement with Intellematics Australia Pty Ltd (Intellematics). The ongoing provision of this feature cannot be guaranteed if Ford's arrangements with Intellematics cease for any reason. 14. Wireless Charging only available with compatible phones. 15. Factory Options can be ordered before a vehicle is manufactured at additional cost. 16. Emergency Assistance feature needs a paired and in range mobile phone. Can activate in the event of a crash which deploys an airbag or activates the fuel pump shut off. 17. Driver-assist features are supplemental and do not replace the driver's attention, judgment 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 more information. Speed Sign Recognition will not always detect the correct speed limit and may display a speed that is above or below the actual speed limit. In some circumstances, Speed Sign Recognition will use map data to display the speed limit on the digital instrument cluster. Ford recommends keeping map data updated by fully activating the vehicle's FordPass Connect modem and enabling Connected Navigation Services. Connected Navigation Services are included for 1 year from the Ford Express New Vehicle Warranty start date and available ongoing subject to payment of a subscription fee. 18. Standard on ST-Line V.

Service made easy

Intelligent Oil Life Monitoring System (IOLM)



When you service at a Ford Dealer with our factory trained technicians, your peace of mind is our top priority.

Ford Dealers use Genuine Ford Parts made for your vehicle (where possible) and provide you with a vehicle health report, so you know your vehicle is being maintained the way it should. Take advantage of all the Ford service benefits on offer.

Service Loan Car¹

So you can stay on the road when you're getting your car serviced, you can take advantage of our Service Loan Car program (subject to availability at participating dealers).

Roadside Assistance²

Enjoy Ford National Roadside Assistance with your vehicle purchase and following each General Service at a participating Ford Dealer. Retail customers also receive Auto Club Lifestyle Membership.



Discover the full range of Ford service benefits by visiting ford.com.au/owners/service or scan the QR code to find out more.

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

The Intelligent Oil Life Monitoring System measures the performance of your vehicle's oil and alerts you in the instrument cluster or FordPass³ App when the oil needs changing.



 Maximum **\$329** Per General **Service⁴**

Eligible customers will pay a maximum of \$329 for each of the first four general services for up to 4 years/60,000km's, whichever occurs first. Additional maintenance items may be required and are at additional cost.⁴



5 Year / Unlimited Km Warranty

As a Ford owner your new vehicle will receive a **Five Year / Unlimited Kilometre Ford Express New Vehicle Warranty⁵**. Warranty conditions apply. See ford.com.au/owners/warranties for full details.

1. Available at participating dealers on scheduled services or overnight warranty repairs. Private and Blue, Silver and Gold Business Fleet customers only. Provision of a Service Loan Car may be dependent on advanced booking and availability. See www.ford.com.au/service/t-and-c for full terms. 2. Available to Private and Blue Business Fleet customers with vehicles up to 7 years old from date of first vehicle registration. Roadside Assistance and Auto Club Lifestyle Membership is included for 12 months or until your next eligible standard service (whichever occurs first) at a Ford Dealership. Customers must comply with scheduled servicing intervals to maintain continuity of membership. See www.ford.com.au/service/owners/t-and-c for full terms. 3. Use of FordPass is subject to the FordPass Terms and Privacy Policy available on ford.com.au/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. 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. 4. Available at participating Ford Dealers on 2021.75MY Puma vehicles onwards (a) first purchased by a Private or Blue Fleet customer or (b) purchased as a dealer demonstrator/service loaner (CCLV) vehicle. This offer excludes vehicles purchased under Ford's Privilege Club or Ford's Dealership Employee Program. Offer valid for a maximum of four scheduled services up to 4 years/60,000kms (whichever occurs first) excluding any Additional Service Items, as per the Service Portfolio, commencing on the date of delivery to original owner except for demonstrator/service loaner (CCLV) vehicles, in which case it commences on the date it was first registered by a Ford Dealer. Scheduled Service items (and Additional Scheduled Maintenance Items) are set out in the Service Portfolio with the vehicle. See www.ford.com.au/owners/service/t-and-c for full terms and conditions. 5. Our goods come with consumer guarantees that cannot be excluded under the Australian Consumer Law. Our warranty does not limit and may not exceed your rights under those guarantees.

This brochure details specifications and features of the 2023.75MY Puma onwards. Some driver assistance features and safety features described in this brochure are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions. Not all features will be available on the entire 2023.75MY Puma onwards. Please visit our website www.ford.com.au for more information. This brochure is designed to provide you with a general introduction to the Ford Products (including available optional equipment) referred to, and should be read in conjunction with the latest specification sheet. Images and Illustrations are for information purposes and are indicative only. Because of changes in conditions and circumstances Ford* reserves the right, subject to all applicable laws, at any time, at its discretion, and without notice, to discontinue or change the features, designs, materials, colours and other specifications and the prices of its products, and to either permanently or temporarily withdraw any such products from the market without incurring any liability to any prospective purchaser or purchasers. The latest specification sheet should be referred to for information on the availability, ordering and use of features and optional equipment. Always consult an authorised Ford Dealer for the latest information with respect to features, specifications, prices, optional equipment and availability before deciding to place an order.

*FORD MOTOR COMPANY OF AUSTRALIA PTY LIMITED. (A.B.N. 30 004 116 223) Registered Office: Level 1, 600 Victoria St, Richmond, Victoria 3121, Australia. 2023.75MY Puma Brochure onwards. 2 February 2024. FORDVF0469.

Discover more at ford.com.au



Contact us

If you have any questions or concerns, please contact our Customer Relationship Centre on 13 FORD (13 3673) or email foacust1@ford.com

Running a fleet?

Our Ford Fleet team is here to assist you in any way we can. Please email askfleet@ford.com