

New All- Electric Puma Gen-E Pricelist UK

Effective from 3rd December 2024



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SERIES RANGE



Select

17" Alloy Wheel
LED Projector Headlamps with LED Day Time Running Light (DTRL) and Auto High Beam
LED Rear Lamps
Power adjustable door mirrors with manual folding function
Rear privacy glass
Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler
Multi-Coloured Ambient Lighting
Full digital 12.8" instrument cluster and Column Stalk Shifter
12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, 6 speaker audio system, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance
Wireless Charging Pad
Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
Select Fabric Trim in Black and Grey with Grey Stitching
Manual 4-way drivers seat (incl. Height) with lumbar adjustment
Manual 4-way passenger seat with lumbar support
Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror
Quickclear Heated Windscreen
Gigabox and Frunk Loadspace
Rear View Camera and Rear Parking Sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking
Cruise Control with Intelligent Speed Limiter
Lane Keeping Aid and Lane Departure Warning
Blue Oval Charge Network – Lifetime access

Recommended On the Road* From:
£29,995.00



Premium

18" Alloy Wheels
Glare-free Matrix LED Headlamps with Auto High Beam
LED Rear Lamps
Power-foldable heated door mirrors with puddle lamps and Puma logo projection
Rear privacy glass
Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler
Front Door Scuff Plates With Logo
Multi-Coloured Ambient Lighting
Full digital 12.8" instrument cluster and Column Stalk Shifter
12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, Premium B&O audio system with 10 speakers, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance
Wireless charging pad
Keyless Entry and Power Start Button
Power Lift Tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
Premium Sencso with Synthetic Suede Inserts and grey stitching
Manual 4-way drivers seat (incl. Height) with lumbar adjustment
Manual 4-way passenger seat with lumbar support
Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror
Quickclear Heated Windscreen
Gigabox and Frunk Loadspace
Rear View Camera and Rear Parking Sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking
Cruise Control with Intelligent Speed Limiter
Lane Keeping Aid and Lane Departure Warning
Blue Oval Charge Network – Lifetime access

Recommended On the Road* From:
£31,995.00

* Recommended 'On the road' price includes one-year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates. Images shown for illustrative purposes only. Body colours shown may be optional (at additional cost). See colour options page for more information.

MODEL PRICES

Series	Bodystyle	Drive	Battery (Installed)	Battery (Usable) ⁴⁾	Fuel Type	Transmission	VED Band	CO2 Emissions (g/km) ¹⁾	Basic Recommended Retail Price (RRP) £	Recommended Retail Price (Incl VAT) £	Manufacturers Recommended On the Road Price £ ²⁾	Monthly BIK at 20% ³⁾	Monthly BIK at 40% ³⁾
Select	5 door	FWD	53 kWh Standard Range	43 kWh Standard Range	Pure Electric	1 Speed Automatic	A	0	£24,929.17	£29,915.00	£29,995.00	£9.98	£19.96
Premium	5 door	FWD	53 kWh Standard Range	43 kWh Standard Range	Pure Electric	1 Speed Automatic	A	0	£26,595.83	£31,915.00	£31,995.00	£10.65	£21.29

¹⁾ The CO2 emissions test figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP).

²⁾ Recommended 'On the road' (OTR) price includes first year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates.

³⁾ Not applicable to retail or private car buyers. BIK values are the monthly taxation payment applicable to company car users. BIK values were correct at the time of printing and are based on taxation rates for 24/25 tax year. P11D value is the sum of Recommended price + VAT & Number plate charge (£25)

⁴⁾ The battery capacity figure specified is the usable capacity determined by Ford and used to calculate the stated Puma performance and battery durability.

If a car's list price is over £40,000 (including VAT and factory fitted options) at first registration, the customer will pay an additional VED charge (currently £410) for five years after the end of the first registration (in addition to the standard VED charge per year, currently £0 for an electric car).



OPTIONS

Option Packs

Winter Pack

- Heated Driver and Passenger Seat
- Heated Steering Wheel

Advanced Driver Assistance Pack

- Ext. Mirrors - Dual Power heated w turn repeaters, Puddle Lamps, foldable, with logo lamp
- Collision Mitigation System using Camera and Radar
- Intelligent Speed Assistant, Adaptive Speed Control with CADSIII
- Lane Change Warning and Aid with Lane Centering Assist
- Advanced Speed Sign Recognition
- 360 Degree Camera
- Blind Spot Information System
- Front Parking Aid
- Reverse Brake Assist

Comfort Pack

- Power Liftgate
- Ext. Mirrors - Dual Power heated w turn repeaters, Puddle Lamps, foldable, with logo lamp
- Keyless Entry/Start

Openable Panorama Roof

Dog Guard Bezels - 1st & 2nd Row

Required to allow fitment of the Ford dog guard

Black Painted Roof

(Not available on Agate Black and Frozen White)

Detachable Towbar (tongue load 75kg to carry 2 e-bikes)

19" Alloy Wheel, 225/40 R19



Select	Premium	Basic Recommended Retail Price £ (exc. VAT)	Total Recommended Retail Price £ (Inc VAT)
<input type="radio"/>	<input type="radio"/>	£291.67	£350.00
<input type="radio"/>	<input type="radio"/>	£791.67	£950.00
<input type="radio"/>	<input checked="" type="radio"/>	£541.67	£650.00
<input type="radio"/>	<input type="radio"/>	£833.33	£1,000.00
<input type="radio"/>	<input type="radio"/>	£41.67	£50.00
<input type="radio"/>	<input type="radio"/>	£416.67	£500.00
<input type="radio"/>	<input type="radio"/>	£458.33	£550.00
-	<input type="radio"/>	£416.67	£500.00







Key

S = Standard, O = Option, at extra cost, □ = Part of pack, at extra cost, -- = Not Available

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COLOUR & TRIM

	Colour Description	Select	Premium		Basic Recommended Retail Price £ (exc. VAT)	Total Recommended Retail Price £ (Inc VAT)
Solid	FROZEN WHITE	S	S		£0.00	£0.00
Metallic	ELECTRIC YELLOW	O	O		£666.67	£800.00
Metallic	AGATE BLACK	O	O		£666.67	£800.00
Metallic	SOLAR SILVER	O	O		£666.67	£800.00
Metallic	FANTASTIC RED	O	O		£666.67	£800.00
Metallic	DIGITAL AQUA BLUE	O	O		£666.67	£800.00

	Trim Description	Select	Premium	
TRIMS	All Fabric Black/Grey Seat with Gray Stitching	S	-	
	Sensico/Neo Suede Ebony Seat with Gray Stitching	-	S	

Key

S = Standard, O = Option, at extra cost, - = Not Available

*Colours and trims reproduced in this price list may vary from the actual colours due to the limitations of the printing processes used

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EV Data

The fuel/energy consumption and CO2 emission figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. The figures shown are for comparability purposes; only compare fuel consumption and CO2 figures with other vehicles tested to the same technical procedures. You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator. The configurator provides information about your configured vehicle's fuel/energy consumption and CO2 emissions (these are also WLTP test figures).

Battery (Installed)	Battery (Usable) ²⁾	Fuel Type	Available On	Euro Emissions	Transmission	Drive	Maximum Power PS (kW) ³⁾	Torque Nm ³⁾	WLTP Overall Range In Miles (Combined) ⁴⁾	WLTP Range Extra High In Miles (Motorway) ⁴⁾	Combined Energy Consumption kWh/100Km ¹⁾	High Powered Charging (kW)	10-80% Charge (mins) ⁵⁾
53 kWh	43 kWh	Pure Electric	Select	Zero Evaporated Emissions	1 Speed Automatic	FWD	168PS (123kW)	290	233	172	13.1	100	24
53 kWh	43 kWh	Pure Electric	Premium	Zero Evaporated Emissions	1 Speed Automatic	FWD	168PS (123kW)	290	226	167	13.7	100	24

Notes

1) The declared Fuel/Energy Consumption, CO2-Emissions and Electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's energy consumption and electric range. CO2 is the main greenhouse gas responsible for global warming. A guide on fuel economy and CO2 emissions which contain data for all new passenger car models is available at any point of sale free of charge or can be downloaded under <http://carfueldata.dft.gov.uk>.

2) The battery capacity figure specified is the usable capacity determined by Ford and used to deliver the stated performance and battery durability.

3) Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.

4) Based on full charge. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to factors such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition. WLTP Overall Range reflects a combined driving cycle and WLTP Extra High reflects motorway driving – both tests are conducted in controlled conditions with an ambient temperature of 23 degrees Celsius and no climate or electrical load.

5) Achieved using high power charging. Actual charge times and charging speeds will vary according to the type of home or public charging station used, as well as other factors (including weather, ambient temperature, driving behaviour, driving profile, vehicle condition, lithium-ion battery age, condition, and temperature).



PERFORMANCE

Engine (Usable)	Series	Drive	Transmission	* Maximum Power PS (KW)	* Torque Nm	** 0-62 mph (secs)	Max Speed (mph)
5 Door Pure Electric							
43 kWh	Select	FWD	1 Speed Automatic	168PS (123kW)	290	8.0	99
43 kWh	Premium	FWD	1 Speed Automatic	168PS (123kW)	290	8.0	99

* Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.

** Figures shown are based on Ford test data based on testing methodology from a stationary start.



ACCESSORIES

Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)	Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)
Transportation					
Detachable Tow Bar	2457405	£657.22	E-Kit for Detachable Tow Bar	2725951	£77.67
E-Kit for Tow Bar (Pre-Pack)	2788873	£89.45	Tow Bar Cable, for installation	2425234	£89.45
Tow Bar Module	2596976	£121.50	Roof Base Carrier - not with panorama roof	2527164	£278.77
Dog Guard, behind rear seats	2437781	£308.81	Atera* Roof Bike Carrier Giro AF+	2756522	£135.14
G3* Roof Box Elegance Europe 330, matt black ¹	2191625	£262.44	Atera* Rear Bike Carrier Strada Sport 2, for 2 bikes	2756538	£497.92
Atera* Roof Box Casar M, Lava Structured ¹	2756524	£479.75	Thule®* Roof Bike Carrier, FreeRide 532	1746077	£92.50
Atera* Roof Box Casar L, Brilliant Black ¹	2756556	£700.45	Thule®* Roof Bike Carrier, Expert 298	2143360	£170.67
Mottez®* Rear Ski Carrier	2483279	£314.73	Coat Hanger, matte black	2448529	£55.80
Napier* Tailgate Tent	5147380	£577.15	Foldable Transport Box, black fabric	2470827	£27.07
Cargo Organizer, soft sided	2181468	£143.64	Cooler Bag, soft sided	2181470	£46.31
Protection					
Rubber Floor Mats, front	TBC	TBC	Rubber Floor Mats, rear	TBC	TBC
Velour Floor Mats, front, grey stitching	TBC	TBC	Velour Floor Mats, rear, grey stitching	TBC	TBC
Boot Liner	2438719	£66.88	Load Compartment Mat, reversible	2395437	£106.03
Mud Flaps, front - ST-Line, ST-Line X	2458844	£48.94	Mud Flaps, rear - ST-Line, ST-Line X	2458866	£48.94
GigaBox Boot Liner	2728698	TBC			
Comfort & Convenience					
ClimAir® Wind Deflectors, rear, black	TBC	TBC	ClimAir® Wind Deflectors, front, black	TBC	TBC
ClimAir® Wind Deflectors, rear, transparent	TBC	TBC	ClimAir® Wind Deflectors, front, transparent	TBC	TBC
Air Purifier	2485741	£52.08	Nextbase* Dashboard Camera 380GWX, front and rear	2534404	£398.55
Charging					
Public Charging Cable, 32A, 3-phase, 5 metres	2727935	£201.49	Charging Port Winter Cover	TBC	TBC
Lapp* Mobility Dock Charging Adaptor	2732598	£256.93			
Wheels					
17" Alloy Wheel, absolute black	2770073	TBC	18" Alloy Wheel, 5-spoke design, absolute black	2730161	£329.67
19" Alloy Wheel, 5-spoke design, asphalt black	2730159	£358.14	Locking Wheel Nuts	1751660	£77.06
Safety & Security					
Ford First Aid Pack, with Velcro strip	2311396	£13.96	Ford Premium Safety Pack, with First Aid Kit, Warning Triangle, Hi-Visibility Vest	2431452	£33.85
Warning Triangle ²	1460220	£6.74			

¹ Alternative Roof Boxes are available

² Item is non-Ford branded from an approved supplier

For more information about any of the included Ford Accessories, or to view the full range of Ford Accessories visit www.ford-accessories.co.uk

This price list shows both original Ford accessories as well as a range of carefully selected products from third party suppliers, identified under that third party supplier's brand name.

Please note that third party supplier branded accessories do not come with a Ford warranty but are covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer.

Fitment of dealer-fit parts and accessories may have an impact on your vehicle's fuel / energy consumption.

Prices do not include fitting unless otherwise stated. Please refer to your Ford Dealer for fitted prices.

FORD PROTECT

Ford Protect New Vehicle Extended Warranty

If you plan on keeping your car for longer than 3 years or are a high mileage driver you can extend your 3 year/60,000 mile base vehicle warranty to either 4 years/80,000 miles or 5 years/100,000 miles.

Extended Warranty Features:

- Cover against the cost of repair or replacement of defective parts, or to repair a material, assembly or manufacturing defect recognised by Ford
- Helps protect against unexpected repair bills
- All repairs will be carried out by Ford Authorised Dealers using genuine Ford parts
- Ford Protect New Vehicle Extended Warranty plans can be purchased any time up until the vehicle's first date of registration

Notes and Conditions

The length of your plan (and number of services) applies from your new vehicle warranty commencement date, usually the date of first registration

Time and mileage limits apply to Ford Protect Plans

It is a condition of Ford Protect Service Plans that your vehicle is serviced by an Authorised Ford Repairer according to the schedules in your Ford Service Portfolio

Subject to the terms and conditions of the Ford Protect Plans

These Ford Protect Plans are transferable so it is an added benefit to the new owner if you decide to sell your vehicle

The Extended Warranty packages do not impact the 8 year / 100,000 mile warranty on the New All-Electric Ford Capri's High-Voltage Battery and Components.

Ask your Ford Dealer for full details of the Ford Protect Extended Warranty, Service Plan Plus and their associated Terms and Conditions or alternatively call Ford Protect on 03702 416726, Option 2, Option 2, or visit www.ford.co.uk

OTHER PRICING CONSIDERATIONS



Customer Order Price Protection

Ford's Price Protection Plan means that the price you pay is the same as the price on your order as long as you are prepared to accept delivery within three months, and in any event, as soon as your vehicle is available. Your Dealer has full details of the plan. Ford Motor Company Ltd is not liable for changes in price caused by Government changes in tax rates, tariffs, customs, Government incentives/grants or changes in other applicable legislation.

VAT

VAT is shown calculated at 20%. The total price of a vehicle, including factory fitted options and accessories fitted by the Ford Dealer, will be subject to VAT on retail sale.

Price Changes

This price list outlines Ford's Recommended On The Road Prices and Recommended Retail Prices. Please contact your Ford Dealer for final sale prices. This price list is effective from **3rd December 2024**, and supersedes all previous price lists. The recommended prices in the publication were true and accurate at the time of printing. You should, however, check details with your Dealer as there may have been changes to Ford's recommended prices in view of Ford's policy of continuous development. Ford reserves its right to change prices at anytime. Change to government legislation or tax changes could result in a change to Ford's published prices.

ILLUSTRATIONS, DESCRIPTIONS AND SPECIFICATIONS

The product information in this publication was correct at the time of going to print. However, Ford's policy is one of continuous product development. The right is reserved to change specifications and colours of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. Throughout this publication, wherever a feature is described as being an 'Option' or 'Option Fitment/Pack' etc., you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability.

Some images portrayed are of a pre-production model and/or are computer generated, therefore the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional, e.g. metallic paint.

Please also note some driver assistance features and safety features described in this publication are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.