

# Next-generation Ford Ranger revealed - high-tech features, smart connectivity, and more

Ford today put the global pickup world on notice by revealing the smartest, most versatile and most capable Ranger ever - delivering an even more desirable pickup partner for customers. Using years of Ford truck expertise and deep understanding of truck customers, the company collaborated with customers around the globe to create a vehicle and ownership experience that next-gen Ranger owners can rely on for their businesses, family lives and adventure.



“With Ranger, we’ve had a big extended family for decades,” said Jim Farley, president and CEO. “This truck has always been a trusted partner to small business owners, farmers, families, adventurers, commercial fleets and so many more in more than 180 markets around the world. And with the new Ranger, this is our moment to deliver. Not just a product our customers will love, but an always-on experience that will help us build strong and lasting relationships with them. This is the midsize truck people will want to own and experience.”

Ford engineers and designers teamed up with a broad spectrum of customers around the world and listened very attentively to what the suggestions were made. The designers then created a bold, purposeful exterior design and sleek, high-tech and inviting interior. Depending on the market, the next-gen Ranger offers a choice of proven and durable petrol and diesel powertrains, including the addition of Ford’s powerful V6 turbodiesel and 10-speed transmission. An upgraded chassis and suspension ensure excellent ride and handling, whether riding with passengers, fully loaded with cargo or towing. A cargo area (back bin or box) built to help customers do more, with increased functionality and better access.

## Living the Ranger life

Ford has really packed a lot into the next-generation Ranger to inspire owners to do more of what they love to do, with features that encourage them to explore new horizons. Ford calls this “Living the Ranger Life,” and it’s something shared by every designer and engineer involved in creating the next-generation Ranger.

## New look, new capabilities

Customer input was key to developing the next-generation Ranger's rugged new look. Ford spent a lot of time with owners around the globe, conducting more than 5,000 interviews and dozens of customer workshops to understand how customers used their pickups and what they wanted and expected in the new Ranger.



Visually, the next-generation Ranger is bold and confident, with a purposeful exterior that shares Ford's global truck design DNA. The design features a defined new grille, and signature C-clamp headlight treatment at the front while a subtle shoulder line down the sides incorporates bolder wheel-arches that give Ranger a sure-footed stance. For the first time, Ford Ranger offers matrix LED headlights. At the back, the taillights are designed in harmony with the signature graphics on the front.

Inside, the car-like cabin steps up, using premium soft-touch materials, and a prominent portrait-style centre touchscreen with Ford's signature Sync i4 connectivity and entertainment system. The reveal models – the stylish XLT, rugged Sport and adventurer Wildtrak – reflect this customer input both inside and out.

## **New powertrain choices**

Customers wanted a choice of more power and torque for towing heavy loads and extreme off-roading, so the team added Ford's proven 3.0-L V6 turbodiesel and developed it for the Ranger. It is one of three turbodiesel engine options available at launch, depending on market. The Single Turbo comes in two different performance levels and delivers power, torque and fuel economy, which is important to small business owners or commercial vehicle fleets. The Bi-Turbo engine is a more sophisticated, performance variant for customers who want more power but need to maintain fuel economy. In addition, the next-gen Ranger will be available with a tried and tested 2.3-L EcoBoost four-cylinder that underpins a range of Ford global products and is a perfect choice for customers who prefer petrol propulsion.

## **10 auto or 6 manual**

New transmission choices include an updated 10-speed auto or six-speed manual, complementing the current six-speed automatic.

## **Customer-focused interior features**

Customers wanted a flexible, modern cockpit that caters to both work and family duties. So, Ranger needs to serve as both

a workspace and a haven, providing smart and connected features with more comfort and storage options than ever before. The heart of the Ranger's connective experience is the large 10.1-inch or 12-inch touchscreen in the centre stack. It complements the fully digital instrument panel and is loaded with Ford's latest Sync4 system, which comes customer-ready with its voice-activated communications, entertainment and information systems. Additionally, there's an embedded factory-fitted modem, allowing connectivity on the go when linked with the FordPass App, so customers can stay connected to their world. FordPass enhances the ownership experience with features like remote start, vehicle status checks and remote lock and unlock functions via your mobile device.



The screen also is linked to a 360-degree camera to make parking a breeze in tight urban spaces or to assist when negotiating particularly tricky terrain while out exploring. In addition, customers can control Ranger's new exterior zone lighting system via the touchscreen or the FordPass App, which means they don't have to work, camp or do anything in the dark.

Watch this space for the SA launch of the next-gen Ford Ranger as well as pricing.

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