



## Ford Sells EcoSport Limited Edition SUV for Europe Through Facebook®

- Ford Motor Company announces at IFA 2013 that the first 500 EcoSport SUVs for European customers are now available to order via Facebook®
- The Ford EcoSport Limited Edition is the first vehicle Ford sells exclusively online
- EcoSport Limited Edition offers special equipment package that includes exclusive Ford SYNC AppLink package, 17-inch alloy wheels and leather trim

**BERLIN, Sept. 4, 2013** – Ford Motor Company announced today at IFA 2013 that it will kick off the sale of its new Ford EcoSport on Facebook® with a special limited edition version of the small smart utility vehicle.

The EcoSport Limited Edition will feature the Ford SYNC AppLink system – which enables voice control of smartphone apps from the driver's seat – as part of an equipment package that also includes 17-inch alloy wheels, leather trim, and an array of advanced technologies.

Later this month, Ford will announce an additional special bundle of apps from its SYNC AppLink partners for the 500 EcoSport Limited Edition vehicles, including 12 months of unlimited audio book downloads from Audioteka direct to the car.

Customers can reserve their EcoSport Limited Edition SUV through Facebook and will be able to choose between a 125 PS EcoSport powered by the EcoBoost 1.0-litre engine – the International Engine of the Year for 2013 and 2012 – or a 90 PS version powered by a 1.5-litre diesel engine.

“EcoSport will be like nothing else on the road in Europe – a rugged-looking, affordable, and surprisingly spacious SUV with the truly innovative SYNC AppLink technology, which allows drivers to voice-control all kinds of great apps like Spotify and Audioteka,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “EcoSport appeals to a younger, more connected generation so it's fitting we are offering the EcoSport Limited Edition for sale through Facebook.”

EcoSport will deliver the agility and fuel efficiency of a small family car, offer more flexibility, and a high and comfortable driving position. The large front grille, short bonnet and raked front pillars, create a sporty and contemporary feel, and angular headlamps reinforce a modern look.

The EcoSport Limited Edition will be available in Mars Red, Panther Black, or Diamond White and is available to reserve now ahead of the EcoSport's market launch in Europe later this year.

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**About Ford Motor Company**

*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 177,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

**Ford Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 69,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (15 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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