

2020  
**ECOSPORT**

S | SE | SES | TITANIUM



# BUILT FOR BIG ADVENTURES.

We've all said it. The best things come in small packages. At Ford, we decided to do more than say it. We built it. The 2020 EcoSport is a fun, capable and connected subcompact SUV. And it's backed by over 29 years of experience we earned while building the Ford Explorer – America's All-Time Best-Selling SUV.<sup>1</sup> We pour that knowledge into every vehicle in our SUV lineup. That's how you know EcoSport has what it takes to nurture your adventurous spirit.

BUILT *Ford* PROUD



UP TO  
**10**

#### DEVICES

You and your passengers can connect on the road through standard FordPass Connect™<sup>2</sup> with Wi-Fi hotspot capability.

**2**

#### SMART-CHARGING USB PORTS

Plus, two 12V powerpoints and an available 110V power outlet help you and your fellow adventurers keep your devices charged up.

**FWD**  
OR AVAILABLE  
INTELLIGENT  
**4WD**

FLIP-UP & SPLIT-FOLD-FLAT REAR SEATS  
**60/40**

**CHECK OFF YOUR MUST-HAVES**  
With lots of surprising standard features, plus a choice of 2 engines and 4 trim levels, EcoSport is made for you and your active lifestyle.

**OVER 30**  
STORAGE POCKETS,  
BINS & HOOKS.  
**BRING IT!**

SES. Moondust Silver. SES Black Appearance Package. Available equipment. <sup>1</sup>Based on IHS Markit, 1946–Current U.S. Total New Cumulative Registrations, for all vehicles identified as SUVs. <sup>2</sup>FordPass Connect (optional on select vehicles), the FordPass App, and Complimentary Connected Services are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Services exclude Wi-Fi hotspot. Don't drive while distracted or while using handheld devices. Use voice controls.

## OUTGOING IN ANY SEASON. ❄️ 🍃 🌞 🍁

Whether you're heading up into the hills or running around town, EcoSport instills confidence through changing weather and road conditions. AdvanceTrac® with RSC® (Roll Stability Control™), standard on every EcoSport, provides enhanced control by selectively applying individual brakes and modifying engine power to help keep all 4 wheels firmly planted.<sup>1</sup>

### KNOW BEFORE YOU GO

The standard Individual Tire Pressure Monitoring System lets you view a message center screen to see how much pressure is in each tire and is designed to alert you if any are low.<sup>2</sup>

### SEE CLEARLY

EcoSport offers an available windshield wiper de-icer, available heated sideview mirrors and a rear-window defroster to help keep your sightlines clear in cold weather.

### HOLD YOUR GROUND

The available Intelligent 4WD System assesses conditions about 20 times faster than the blink of an eye, readjusting as needed to deliver the appropriate balance of handling and traction.



**7.9"**  
RUNNING GROUND  
CLEARANCE<sup>3</sup>

**Titanium. Lightning Blue. Available equipment.** <sup>1</sup>Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions. <sup>2</sup>Excludes spare, if equipped. <sup>3</sup>4WD models.

# EMPOWERING IN MANY WAYS.



## [ 1.0L ECOBOOST® & FRONT-WHEEL DRIVE ]

### GO EFFICIENTLY

A turbocharged wonder, the award-winning 1.0L EcoBoost engine offers an impressive combination of driveability and fuel efficiency. It's paired with front-wheel drive and a 6-speed SelectShift® automatic transmission that allows you to shift gears when you'd like a more engaging drive.

*Standard on S, SE and Titanium*

## [ 2.0L Ti-VCT & INTELLIGENT 4WD SYSTEM ]

### BE ADVENTUROUS

The 2.0L engine combines direct injection with twin-independent variable camshaft timing to help put more horsepower at your disposal. It's paired with the 6-speed SelectShift automatic transmission, plus Intelligent 4WD for an optimal blend of handling and traction.

*Standard on SES  
Available on S, SE and Titanium*

## [ SMART TECHNOLOGIES ]

### TRAVEL WISELY

You'll enjoy the way EcoSport handles, thanks in part to its electric power-assisted steering, which helps correct for road irregularities and smooth out minor vibrations. To help reduce air resistance and increase fuel efficiency, the vehicle can adjust its active grille shutters. Plus, there's Auto Start-Stop Technology to help reduce fuel consumption and emissions during stop-and-go city driving. The system shuts off the engine when you come to a complete stop, and seamlessly restarts it when you release the brake pedal.

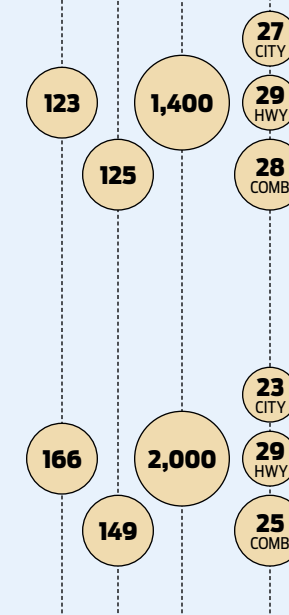
*Standard on every 2020 EcoSport*

EPA-ESTIMATED RATINGS: CITY/HWY/COMBINED MPG<sup>1</sup>

MAX. TOWING CAPACITY (LBS.)<sup>2</sup>

MAX. TORQUE (LB.-FT.)<sup>3</sup>

MAX. HORSEPOWER<sup>3</sup>



**Titanium. Lightning Blue. Available equipment.** <sup>1</sup>Actual mileage will vary. <sup>2</sup>EcoSport does not offer factory-installed towing equipment for this application; only available as aftermarket accessory. When properly equipped with a Class I trailer tow package. Max. towing varies based on cargo, vehicle configuration, accessories and number of passengers. <sup>3</sup>Horsepower and torque ratings based on premium fuel per SAE J1349® standard. Your results may vary. Torque, horsepower, towing and EPA-estimated fuel economy ratings are independent attributes and may not be achieved simultaneously.



## FUN & COMFORT GO TOGETHER HERE.

EcoSport lets you set the mood with available ambient lighting in shades of blue, green, purple and more. You can also pair your compatible phone with our available SYNC® 3 voice-activated technology,<sup>1</sup> and play your favorite music by artist, song title or playlist. To help encourage smart driving habits, MyKey® technology lets you program ignition keys with reminders to travel at appropriate speeds, keep the audio volume low and much more. It's designed to help new or inexperienced drivers stay focused and comfortably in control.

AVAILABLE  
HEATED STEERING WHEEL  
& HEATED FRONT SEATS

AVAILABLE  
INTELLIGENT ACCESS WITH  
PUSH-BUTTON START

AVAILABLE  
AUTO-DIMMING  
REARVIEW MIRROR

2

SMART-CHARGING  
USB PORTS

8"

LCD TOUCHSCREEN  
with swipe capability is included with  
available voice-activated SYNC 3.

7

HUES OF AVAILABLE  
AMBIENT LIGHTING

B&O

10-SPEAKER  
SOUND SYSTEM

Standard on Titanium, the B&O Sound System features a 9-channel amplifier pumping 675 watts of digitally processed sound through 10 high-performance speakers, including a subwoofer and 4 midwoofer speakers.

**Titanium. Ebony Black leather-trimmed interior. Available equipment.** <sup>1</sup>Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

# YOUR TECH, YOUR WAY.

With seating for up to 5 and Wi-Fi hotspot capability, Ford EcoSport welcomes a vast array of smartphones, tablets, gaming systems and computers along for the ride. Plus, you can tap into the best in music, sports, comedy, news and talk with available SiriusXM® inside your vehicle and on the go, with a 6-month All Access trial subscription<sup>1</sup> With our available Voice-Activated Touchscreen Navigation System, you'll also enjoy a 5-year subscription<sup>1</sup> to SiriusXM Traffic and Travel Link® services.

**Available equipment shown.** <sup>1</sup>All SiriusXM services require a subscription, sold separately by SiriusXM after the trial period. Fees and taxes apply. See SiriusXM Customer Agreement for complete terms at [www.siriusxm.com](http://www.siriusxm.com). All fees, content and features are subject to change. Traffic information not available in all markets. SiriusXM satellite service for 2020 model-year Ford vehicles is not available in Puerto Rico; SiriusXM streaming service is available for purchase. <sup>2</sup>Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. <sup>3</sup>Commands may vary by phone and AppLink software. <sup>4</sup>Waze is available via iPhone with SYNC 3 and on Android Auto. Commands may vary by phone and AppLink software. Alexa requires available SYNC 3 AppLink. Certain Alexa functionality is dependent on smart phone and home technology. Don't drive while distracted or while using handheld devices. Use voice controls. Some features may be locked out while the vehicle is in gear. <sup>5</sup>Requires device with active data service and compatible software. SYNC does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality. <sup>6</sup>Don't drive while distracted or while using handheld devices. Use voice controls. Certain Alexa functionality is dependent on smart phone and home technology. <sup>7</sup>FordPass Connect (optional on select vehicles), the FordPass App, and Complimentary Connected Services are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Services exclude Wi-Fi hotspot. <sup>8</sup>FordPass App, compatible with select smartphone platforms, is available via a download. FordPass Connect service required (see FordPass Terms for more information). Message and data rates may apply. Check your availability at <https://amzn.to/2JnYMTz>. <sup>9</sup>Roadside assistance is included for certain owners and available to everyone for a per-service fee. <sup>10</sup>Don't drive while distracted or while using handheld devices. Use voice controls.

## COMMAND IT

With your voice and your choice of display. Available SYNC® 3 voice-activated technology<sup>2</sup> connects your tech with your EcoSport. Available SYNC 3 AppLink®<sup>3</sup> (shown) gives you voice control of compatible mobile apps like Waze™ and Ford+Alexa<sup>4</sup>. To see your phone's familiar interface on the big screen, take advantage of compatibility with Apple CarPlay<sup>5</sup> for your iPhone® or Android Auto™<sup>5</sup> for your Android™ smartphone.



androidauto

## CONTROL IT

Monitor and control your vehicle in incredibly powerful ways using the FordPass™ App alone or with FordPass Alexa Skill<sup>6</sup> or FordPass Action through Google Assistant™ when equipped with FordPass Connect™<sup>7</sup>. Complimentary remote features let you start, lock and unlock your vehicle from just about anywhere, including right from your wrist with your Apple Watch®. Use your app to find your vehicle, schedule starts, find parking, and check fuel and fluid levels. When you need important vehicle information, like Vehicle Health Alerts, service history and Warranty info, the FordPass App puts it at your fingertips. And, when it's time to bring your vehicle in for service, the app makes scheduling easy. Enjoy access to convenient services like Key by Amazon In-Car Delivery<sup>8</sup> and peace of mind knowing roadside assistance is just a call or e-request away.<sup>9</sup>



## CONNECT IT

With in-vehicle Wi-Fi. Before the sand dries on your flip-flops, you and your friends can be posting beach videos through FordPass Connect<sup>7</sup> with 4G LTE Wi-Fi hotspot capability. Its powerful antenna provides the ability to connect up to 10 devices at once<sup>10</sup> – inside of EcoSport and up to 50<sup>1</sup> away.



SYNC® AppLink®

## YOUR NEW FAVORITE HANGOUT.

### CHOOSE YOUR DECOR

As your home base for adventure, EcoSport offers a choice of stylish seating to help you happily host friends. Select from cloth, available ActiveX, or available leather trim in shades of Stone or Ebony Black.

### INVITE THE SUN IN

There's nothing like sunshine and fresh air to lift your spirits. The available power moonroof makes it easy for you to get some, and also includes a sunshade for when you've had enough.

### STOW ESSENTIALS

Phone. Charger. Beverages. Snacks. Umbrella. And more. From the front console and door pockets to dozens of other storage solutions, EcoSport is ready for your road-trip provisions.

SES. Ebony Black ActiveX material and cloth interior. Available equipment.

**3**  
ADULTS FIT IN BACK

On the 3-person bench seat, which also offers a fold-down center armrest with 2 beverage holders.

AVAILABLE  
**6**-WAY

POWER  
DRIVER  
SEAT

**91.1**  
CU. FT.

Total passenger volume

SEAT UP TO **5**

Of your favorite people, including you!

### INTERIOR DIMENSIONS [inches]

	Front/Rear
Head room:	<b>39.6 / 37.5</b>
Leg room:	<b>42.9 (max.) / 36.7</b>
Hip room:	<b>51.6 / 50.9</b>
Shoulder room:	<b>53.3 / 51.3</b>

# BUILT TO HELP YOU DO YOU.

Gardening? Redecorating? Heading out on a weekend adventure? Whatever your plans, EcoSport is designed to help make them happen. Just touch the button on the passenger-side taillamp to open the rear swing gate, and start loading or unloading items with ease. An interior cargo area cover offers privacy, while the available Cargo Management System lets you adjust the rear shelf height to 2 different levels. Plus, the Cargo Management Package features a cargo net and a cargo organizer to help you stow small items quickly and easily. So you can get back to doing.

SWING GATE  
REAR DOOR

60/40 FLIP-UP &  
SPLIT-FOLD-FLAT  
REAR SEATS

AVAILABLE  
ROOF-RACK SIDE RAILS  
& ROOF CROSSBARS<sup>1</sup>



<sup>1</sup>SES. Canyon Ridge. Available equipment. <sup>2</sup>Ford Licensed Accessory. <sup>3</sup>Cargo and load capacity limited by weight and weight distribution.



## FORD CO-PILOT360™ TECHNOLOGY READY WITH AN ASSIST.

From the driveway to the highway, our standard and available driver-assist features<sup>1</sup> are designed to help you feel confidently in command at the wheel of your EcoSport.



### **BLIS® WITH CROSS-TRAFFIC ALERT**

Changing lanes demands your full attention. BLIS (Blind Spot Information System) can help by alerting you to vehicles detected in your blind spots.<sup>2</sup> Cross-Traffic Alert helps by detecting and alerting you to traffic behind your vehicle as you're slowly backing up.

*Standard on SES and Titanium  
Available on SE*



### **REAR VIEW CAMERA**

Backing up requires a little multitasking. Our Rear View Camera helps by providing a great view of what's behind your vehicle, helping you navigate Reverse with more confidence.

*Standard on every 2020 EcoSport*



### **HILL START ASSIST**

It feels good to hold your ground. Especially on a grade. As you remove your foot from the brake pedal to accelerate from a stop, Hill Start Assist can help by preventing EcoSport from rolling downhill.

*Standard on every 2020 EcoSport*



### **RAIN-SENSING WINDSHIELD WIPERS**

Sometimes weather changes so quickly, it's hard to keep up. Now you can set the Rain-Sensing Windshield Wipers to automatically activate, and let them help keep your view ahead clear.

*Standard on SES and Titanium*



### **REVERSE SENSING SYSTEM**

Stress less when driving in Reverse. First, always check the Rear View Camera display. And as you slowly back up, you can listen for audible alerts to objects detected behind the vehicle by the Reverse Sensing System.

*Standard on SE, SES and Titanium*



### **VOICE-ACTIVATED NAVIGATION**

Taking the wrong exit can put a serious dent in your day. Stay confidently on course with our Voice-Activated Touchscreen Navigation System, which features SiriusXM® Traffic and Travel Link® services<sup>3</sup> to help you avoid traffic, find fuel (gas or java), and so much more.

*Standard on SES and Titanium  
Available on SE*



**Titanium. Lightning Blue.** <sup>1</sup>Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. <sup>2</sup>BLIS replaces standard integrated blind spot mirrors. <sup>3</sup>Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the "Your Tech, Your Way" pages, and your Ford Dealer for details.

S

If you want the height and versatility of an SUV combined with the nimble handling of a subcompact, EcoSport is your ride. S models get you going with an award-winning 1.0L EcoBoost. Or you can step up to the available 2.0L Ti-VCT engine paired with available Intelligent 4WD. This year, every EcoSport model works with the FordPass™ App<sup>2</sup> on your smartphone to let you remotely start, stop, lock and unlock your vehicle and more. You'll also enjoy the convenience of 2 smart-charging USB ports, the flexibility of 60/40 flip-up and split-fold-flat rear seats, and the stylish way the door handle of the rear swing gate is designed into the passenger-side taillamp.

1.0L ECOBOOST® ENGINE

FORDPASS CONNECT™<sup>1</sup>

AVANCETRAC® WITH RSC®  
(ROLL STABILITY CONTROL™)



1.0L ECOBOOST WITH AUTO START-STOP TECHNOLOGY

6-SPEED SELECTSHIFT® AUTOMATIC TRANSMISSION

**S STANDARD FEATURES:**

**MECHANICAL**

- Active grille shutters
- Battery saver
- Electric power-assisted steering
- Front-wheel drive (FWD)
- Tire inflator and sealant kit

**FORD CO-PILOT360™ TECHNOLOGY**

- Autolamp Automatic On/Off Headlamps
- Hill Start Assist
- Rear View Camera

**APPEARANCE**

- Black grille bars and surround
- Black molded-in-color door handles
- Black molded-in-color sideview mirror caps
- Configurable daytime running lamps
- Quad-beam reflector headlamps

**COMFORT & CONVENIENCE**

- 4-way manual driver and front-passenger bucket seats
- 60/40 flip-up and split-fold-flat rear seats
- 12V powerpoints (2)
- Acoustic-laminate windshield
- AM/FM stereo with MP3 capability and 6 speakers
- Cargo area cover
- Cargo tie-down hooks (4)
- Compass display
- Cupholders/beverage holders (8)
- Folding front-passenger grab handle
- Front carpeted floor mats
- Front-row center console with 2 cupholders and armrest
- Illuminated visor mirrors
- Manual air conditioning
- Manual-tilt/-telescoping steering column
- Message center with trip computer
- Outside temperature display
- Overhead console with sunglasses holder
- Particulate air filter
- Power sideview mirrors with integrated blind spot mirrors
- Power windows with driver one-touch-up/-down feature
- Rear-window defroster
- Steering wheel-mounted cruise and audio controls
- Supplemental PTC heater
- Variable-intermittent windshield wipers with washer; intermittent rear wiper with washer

**CONNECTIVITY & ENTERTAINMENT**

- FordPass Connect with 4G LTE Wi-Fi hotspot capability (enables FordPass App features when activated)
- SYNC® Voice Recognition Communications and Entertainment System with 4.2" LCD screen in center stack, 911 Assist®, AppLink®, and 2 smart-charging USB ports

**SAFETY & SECURITY**

- Personal Safety System™ for driver and front passenger includes dual-stage front airbags,<sup>4</sup> safety belt pretensioners, safety belt energy-management retractors, safety belt usage sensors, driver's seat position sensor, crash severity sensor, restraint control module and Front-Passenger Sensing System
- Driver and front-passenger knee airbags<sup>4</sup>
- Front- and rear-seat side airbags<sup>4</sup>
- Safety Canopy® System with side-curtain airbags<sup>4</sup> and rollover sensor
- Adjustable head restraints for outboard seating positions
- AdvanceTrac with RSC (Roll Stability Control)
- Individual Tire Pressure Monitoring System
- MyKey® technology to help encourage responsible driving
- Remote Keyless Entry System
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™

**OPTIONS**

- 2.0L Ti-VCT engine with Intelligent 4WD System
- Cargo Management Package:** cargo net and cargo organizer
- Engine block heater
- Front and rear molded splash guards
- Keyless-entry keypad
- Remote Start System

**EXTERIOR DIMENSIONS (FWD/4WD)**

- Wheelbase: 99.2"
- Length: 161.3"
- Height: 64.8"/65.1"
- Width – Excluding mirrors: 69.5"
- Width – Including mirrors: 81.0"
- Width – Mirrors folded: 71.9"
- Fuel tank capacity (gal.): 13.6



**16"**  
LOW-GLOSS MAGNETIC-PAINTED  
MACHINED-FACE ALUMINUM  
Standard

**CLOTH SEATING SURFACES:** Medium Stone

**COLORS:** Lightning Blue,<sup>3</sup> Race Red, Diamond White, Moondust Silver,<sup>3</sup> Smoke,<sup>3</sup> Shadow Black

**Available equipment shown.** <sup>1</sup>FordPass Connect (optional on select vehicles), the FordPass App, and Complimentary Connected Services are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Services exclude Wi-Fi hotspot. Don't drive distracted or while using handheld devices. Use voice controls. <sup>2</sup>FordPass App, for use with FordPass Connect, is available via download and compatible with select smartphone platforms. FordPass is on the App Store® and Google Play.™ Learn more at www.fordpass.com. Message and data rates may apply. <sup>3</sup>Metallic. <sup>4</sup>Always wear your safety belt and secure children in the rear seat.

# SE

VOICE-ACTIVATED SYNC® 3

POWER MOONROOF WITH SUNSHADE

REVERSE SENSING SYSTEM

**Have more fun in the sun** with EcoSport SE. Configurable LED daytime running lamps, body-color sideview mirror caps and door handles, and black roof-rack side rails enhance the SE exterior. Inside, electronic automatic temperature control comforts both front-seat occupants, while a leather-wrapped steering wheel and shift knob put the driver in command. Add the SE Convenience Package for these additional confidence-inspiring Ford Co-Pilot360™ Technology features: Voice-Activated Touchscreen Navigation System and BLIS® (Blind Spot Information System) with Cross-Traffic Alert. Plus, entertaining extras like 7 speakers, and ambient lighting in 7 mood-setting hues.



16"  
SHADOW SILVER-PAINTED ALUMINUM  
Standard

**1.0L ECOBOOST®**  
WITH AUTO START-STOP TECHNOLOGY  
6-SPEED SELECTSHIFT® AUTOMATIC TRANSMISSION

### SE INCLUDES SELECT S FEATURES, PLUS:

#### FORD CO-PILOT360 TECHNOLOGY

Reverse Sensing System

#### APPEARANCE

Ano Gray instrument panel appliqué  
Black roof-rack side rails  
Body-color door handles and sideview mirror caps  
Fog lamps with body-color bezels  
Halogen quad-beam projector-style headlamps  
LED configurable daytime running lamps  
Privacy glass for all rear windows  
Silver Lining-painted grille bars and surround

#### COMFORT & CONVENIENCE

6-way power driver's seat and 4-way manual front-passenger seat  
Cargo Management System (adjustable shelf)  
Electronic automatic temperature control  
Front and rear carpeted floor mats  
Heated front seats with passenger-side seat back map pocket  
Intelligent Access with push-button start  
Leather-wrapped steering wheel and shift knob  
Power sideview mirrors with turn signal indicators  
Power moonroof with sunshade  
Windshield wiper de-icer

#### CONNECTIVITY & ENTERTAINMENT

SiriusXM® with 6-month All Access trial subscription<sup>4</sup>  
SYNC 3 with 8" LCD capacitive touchscreen in center stack,  
911 Assist,® AppLink,® Apple CarPlay® compatibility, Android  
Auto™ compatibility, and 2 smart-charging USB ports

#### OPTIONS

2.0L Ti-VCT engine with Intelligent 4WD System

#### Cargo Management Package

Interior Protection Package: front and rear floor liners,  
and cargo mat

SE Convenience Package: 110V/150W AC power outlet;  
7 speakers; ambient lighting; BLIS (Blind Spot Information  
System) with Cross-Traffic Alert; Voice-Activated Touchscreen  
Navigation System with pinch-to-zoom capability (includes  
SiriusXM Traffic and Travel Link® with 5-year subscription<sup>4</sup>)

Engine block heater  
Front and rear molded splash guards  
Keyless-entry keypad  
Remote Start System

**CLOTH SEATING SURFACES:** Unique Ebony Black, Unique Medium Stone<sup>3</sup>

**COLORS:** Blue Candy Metallic Tinted Clearcoat,<sup>1</sup> Lightning Blue,<sup>2</sup> Race Red, Ruby Red Metallic Tinted Clearcoat,<sup>1</sup> Canyon Ridge,<sup>2</sup> White Platinum Metallic Tri-coat,<sup>1</sup> Diamond White, Moon dust Silver,<sup>2</sup> Smoke,<sup>2</sup> Shadow Black

**Available equipment shown.** <sup>1</sup>Additional charge. <sup>2</sup>Metallic. <sup>3</sup>Not available with Canyon Ridge. <sup>4</sup>Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the "YourTech, Your Way" pages, and your Ford Dealer for details.

# SES

2.0L TI-VCT ENGINE AND INTELLIGENT 4WD  
SPORT-TUNED SUSPENSION  
VOICE-ACTIVATED TOUCHSCREEN NAVIGATION

If you're into 4WD capability and sporty handling, put EcoSport SES at the top of your list. Its standard 166-horsepower engine is paired with a 6-speed SelectShift® automatic transmission that lets you shift gears if you want, or leave the fun to EcoSport. Inside, you're treated to a heated steering wheel, ambient lighting and a 110V/150W AC power outlet, plus seats trimmed in durable ActiveX material with sporty gray-striped accents. Outside, 17" painted machined aluminum wheels keep your adventures rolling. The SES Black Appearance Package adds a black hood decal, black-painted roof and black spoiler for extra-sporty exterior styling, too.



17"  
PAINTED MACHINED ALUMINUM  
Standard

SEATING SURFACES: Ebony Black ActiveX Material and Cloth with Gray Accents

2.0L TI-VCT  
WITH AUTO START-STOP TECHNOLOGY  
6-SPEED SELECTSHIFT AUTOMATIC TRANSMISSION

### SES INCLUDES SELECT SE FEATURES, PLUS:

#### MECHANICAL

Intelligent 4WD System  
Sport-tuned suspension

#### FORD CO-PILOT360™ TECHNOLOGY

BLIS® (Blind Spot Information System) with Cross-Traffic Alert  
Rain-Sensing Windshield Wipers

#### APPEARANCE

Black-painted grille bars and surround  
Black sideview mirror caps  
Body-color rear spoiler  
Fog lamps with black bezels  
Halogen quad-beam projector-style headlamps with black bezels  
Unique black rocker moldings with EcoSport logo  
Unique taillamps with blackout treatment

#### COMFORT & CONVENIENCE

110V/150W AC power outlet  
ActiveX seating material with cloth and gray accents  
Ambient lighting  
Auto-dimming rearview mirror  
Heated, leather-wrapped steering wheel with unique stitching and chrome insert  
Heated sideview mirrors with turn signal indicators

#### CONNECTIVITY & ENTERTAINMENT

AM/FM stereo with MP3 capability and 7 speakers  
Voice-Activated Touchscreen Navigation System with pinch-to-zoom capability (includes SiriusXM® Traffic and Travel Link® with 5-year subscription\*)

#### OPTIONS

Cargo Management Package  
Interior Protection Package  
SES Black Appearance Package: black hood decal, black-painted roof and black spoiler (available with Lightning Blue, Diamond White and Moondust Silver exterior colors)  
Engine block heater  
Front and rear molded splash guards  
Keyless-entry keypad  
Remote Start System

COLORS: Lightning Blue,<sup>1</sup> Canyon Ridge,<sup>1</sup> Diamond White, Moondust Silver,<sup>1</sup> Smoke,<sup>1</sup> Shadow Black

Available equipment shown. <sup>1</sup>Metallic. <sup>2</sup>Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the "YourTech, Your Way" pages, and your Ford Dealer for details.

# TITANIUM

B&O SOUND SYSTEM

LEATHER-TRIMMED SEATS

VOICE-ACTIVATED TOUCHSCREEN NAVIGATION

**Travel in leather-trimmed luxury** when you select the well-appointed EcoSport Titanium. Heated front seats, a heated steering wheel, and heated sideview mirrors combine with an auto-dimming rearview mirror and Rain-Sensing Windshield Wipers to help keep you comfortably in command. HD Radio™ Technology lets you enjoy favorite local stations in digital quality, with no static or hissing. You can also take advantage of SiriusXM® Traffic and Travel Link®<sup>1</sup> services like accident alerts, fuel prices, and much more. Outside, chrome accents, Silver-painted roof-rack side rails and 17" Premium Dark Stainless-Painted machined aluminum wheels add to the allure of Titanium.



**COLORS:** Blue Candy Metallic Tinted Clearcoat,<sup>2</sup> Lightning Blue,<sup>3</sup> Race Red, Ruby Red Metallic Tinted Clearcoat,<sup>2</sup> Canyon Ridge,<sup>3</sup> White Platinum Metallic Tri-coat,<sup>2</sup> Diamond White, Moon dust Silver,<sup>3</sup> Smoke,<sup>3</sup> Shadow Black



**LEATHER-TRIMMED SEATING SURFACES:** Medium Light Stone,<sup>4</sup> Ebony Black

**1.0L ECOBOOST®**  
WITH AUTO START-STOP TECHNOLOGY  
6-SPEED SELECTSHIFT® AUTOMATIC TRANSMISSION

## TITANIUM INCLUDES SELECT SE FEATURES, PLUS:

### FORD CO-PILOT360™ TECHNOLOGY

BLIS® (Blind Spot Information System) with Cross-Traffic Alert  
Rain-Sensing Windshield Wipers

### APPEARANCE

Bright swing gate appliqué  
Chrome beltline moldings  
Chrome grille bars and surround  
High-gloss Black-painted instrument panel appliques  
Metallic front and rear bumper accents  
Silver-painted roof-rack side rails

### COMFORT & CONVENIENCE

110V/150W AC power outlet  
Ambient lighting  
Auto-dimming rearview mirror  
Center console with sliding armrest  
Heated sideview mirrors  
Heated steering wheel  
Leather-trimmed seating surfaces with micro-perforated inserts  
Perimeter alarm

### CONNECTIVITY & ENTERTAINMENT

B&O Sound System with 10 speakers including subwoofer, 675 watts, and HD Radio Technology  
Voice-Activated Touchscreen Navigation System with pinch-to-zoom capability (includes SiriusXM Traffic and Travel Link with 5-year subscription<sup>1</sup>)

### OPTIONS

2.0L Ti-VCT engine with Intelligent 4WD System  
**Cargo Management Package**  
**Interior Protection Package**  
Engine block heater  
Front and rear molded splash guards  
Keyless-entry keypad  
Remote Start System



**17"**  
PREMIUM DARK STAINLESS-PAINTED  
MACHINED ALUMINUM  
*Standard*

**Available equipment shown.** <sup>1</sup>Certain restrictions, 3rd-party terms and data rates may apply. See footnote 1 on the "YourTech, Your Way" pages, and your Ford Dealer for details. <sup>2</sup>Additional charge. <sup>3</sup>Metalllic. <sup>4</sup>Not available with Canyon Ridge.



Titanium in Ruby Red Metallic Tinted Clearcoat accessorized with hood deflector, side window deflectors,<sup>1</sup> front and rear molded splash guards, keyless entry keypad, roof crossbars,<sup>1</sup> roof-mounted bike carrier,<sup>1,2</sup> and wheel lock kit



Cargo area protector



Portable Bluetooth® speaker



Floor liners



Dash cam systems<sup>1</sup>

**New Vehicle Limited Warranty.** We want your Ford EcoSport ownership experience to be the best it can be. Under this warranty, your new vehicle comes with 3-year/36,000-mile bumper-to-bumper coverage, 5-year/60,000-mile Powertrain Warranty coverage, 5-year/60,000-mile safety restraint coverage, and 5-year/unlimited-mile corrosion perforation (aluminum panels do not require perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

**Roadside Assistance.** Covers your vehicle for 5 years or 60,000 miles, so you have the security of knowing that help may be only a phone call away should you run out of fuel, lock yourself out of the vehicle or need a winch back to a paved road, a battery jump start or towing. Your Ford Dealer can provide complete details on all of these advantages.

**Ford Credit.** Get the ride you want. Whether you plan to lease or buy, Ford Credit has the option that's right for you. Ask your Ford Dealer for details or visit us online at [ford.com/finance](http://ford.com/finance).

**Ford Protect™ Extended Service Plans.** Whether you purchase or lease your Ford vehicle, insist on genuine Ford Protect extended service plans. Ford Protect has a variety of plans to give you peace-of-mind protection whether you want vehicle component or maintenance coverage. Plus, they are fully backed by Ford and honored at all Ford dealerships in the U.S., Canada and Mexico. When you visit your dealer, insist on genuine Ford Protect extended service plans.

**Ford Insure.** A new insurance product designed just for Ford owners, Ford Insure can help you save money on auto insurance for your connected Ford vehicle. Drive smarter, become an even better driver and earn bigger discounts – it's a win/win/win. Visit the FordPass mobile app or call 1-833-Ford-183.

*American Road Services Company LLC is the licensed insurance agency supporting Ford and Lincoln insurance programs. Ford Insure is underwritten by Nationwide Mutual Insurance Company and Affiliated Companies. Subject to underwriting guidelines, review, and approval. Products not available to all persons in all states. Coverages vary by state. Availability varies; program criteria differs in California.*

**Ford Original Accessories.** They're warranted for whichever provides you the greatest benefit: 24 months/unlimited mileage, or the remainder of your Bumper-to-Bumper 3-year/36,000-mile New Vehicle Limited Warranty.

**Ford Licensed Accessories (FLA)** are warranted by the accessory manufacturer's warranty. FLA are designed and developed by the accessory manufacturer and have not been designed or tested to Ford Motor Company engineering requirements. Contact your Ford Dealer for details and/or a copy of all limited warranties.

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Comparisons based on competitive models excluding other Ford vehicles (class is Mini/Subcompact Utilities based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment and without standard antenna. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles. Colors are representative only. See your dealer for actual paint/trim options.



**BUILT TO KEEP YOU MOVING.™**  
The FordPass™ App<sup>3</sup> puts your EcoSport owner experience right in the palm of your hand.



**COMPLIMENTARY MAINTENANCE**

With FordPass Rewards™ you can earn 42,000 Points to use toward complimentary maintenance when you buy or lease a new Ford.<sup>4</sup> Or save your Points for future service, accessories or even your next new vehicle purchase. And when it's time to schedule service, you can do it right from your FordPass App.



**REWARDS**

In addition to complimentary maintenance, you can easily earn FordPass Rewards Points for many of the things you already do with us, including service and maintenance at participating dealers. Then you can redeem your Points for discounts on service, parts, accessories and new vehicle purchases. Use your app to watch your Points grow and keep track of how you use them.



**ROADSIDE ASSISTANCE**

With the FordPass App, you can request roadside assistance like fuel delivery, flat tire repair and more 24/7 anywhere, anytime.<sup>5</sup> Just use your app to call or make an e request and help is on the way.



**CONNECT & CONTROL**

Stay connected and in control of your vehicle with complimentary remote features accessed through the FordPass App. Start, stop, lock and unlock your vehicle, schedule a start, even check fuel and fluid levels right from the app.<sup>6</sup> You can also get vehicle health alerts, service history and service alerts to help you keep on top of your vehicle's maintenance.



Download the FordPass app today.

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<sup>1</sup>Ford Licensed Accessory. <sup>2</sup>Consult owner's manual for details on roof-rack load limits.

<sup>3</sup>FordPass App, compatible with select smartphone platforms, is available via a download. Message and data rates may apply. <sup>4</sup>75,000 points for Diesel owners. Modem must be activated within 60 days of purchase through the FordPass App on a smartphone and remain active for at least 6 months after activation. Buyers of non-modem-equipped vehicles will also receive Points for complimentary maintenance after enrollment. Visit a participating dealer for details. <sup>5</sup>Roadside assistance is included for certain owners and available to everyone for a per-service fee. <sup>6</sup>FordPass Connect™ (optional on select vehicles), the FordPass App, and Complimentary Connected Services are required for remote features (see FordPass Terms for details). Connected Service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected Services exclude Wi-Fi hotspot.



From day one, we had the future in mind. And for over 116 years,  
we've focused on improving your freedom of movement,  
by making it possible for hardworking, everyday people to own  
a vehicle. One that's well built. That you're proud to drive.  
Born in Detroit, made in America<sup>1</sup> and famous worldwide:  
We are the Ford Motor Company.

Your mobility is at the center of everything we do.  
And we're excited to be designing and building smart vehicles  
that work for you. It's why we put our family name on every one.  
From our founding members, to our Ford family of employees  
around the globe, we work with pride. We build with care.  
For you – and your family. By everyone in ours.

<sup>1</sup>Made in the USA with domestic and foreign parts.