



Ford expands European electric vehicle lineup

- Bold and highly capable new models make electric driving more accessible and affordable for private and commercial customers
- Puma Gen-E compact crossover, E-Tourneo Courier multi-activity vehicle and E-Transit Courier van on their way to customers and showrooms across Europe now
- Ford Otosan's manufacturing facility in Craiova, Romania starts volume production of the new vehicles, with a commitment to more sustainable and innovative production

CRAIOVA, Romania, March 14, 2025 – Ford has taken another step towards an electrified future in Europe. With the start of volume production of three new electric vehicles – the Puma Gen-E, E-Tourneo Courier and E-Transit Courier – and delivery to customers and showrooms across Europe, Ford is enhancing its electric vehicle offering, bringing even greater affordability and accessibility to the needs of both private and commercial customers.

Each new vehicle – heading to customers and showrooms now – offers versatility with everyday usability, and opens the benefits of electric mobility to even more people across Europe:

- **Puma Gen-E**¹ - the compact crossover brings zero emission driving to Ford's best-selling car in Europe,² re-energising the fun-to-drive character and distinctive exterior design that customers love.
- **E-Tourneo Courier**³ – the multi-activity vehicle will help customers get the most out of life with a bold design, a spacious and versatile interior, and smart connected technologies including Intelligent Adaptive Cruise Control^{4,5}
- **E-Transit Courier**⁶ – the compact van offers up to 300 km of range, up to 700 kg payload⁷ and 25 per cent more load space than the previous generation Transit Courier, enabling it to carry two Euro pallets.

Puma Gen-E and E-Tourneo Courier enhance Ford's electric passenger vehicle lineup in Europe, joining the Ford Explorer, Capri, and Mustang Mach-E in European showrooms. In the commercial vehicle segment, E-Transit Courier completes the offering from Ford Pro which includes E-Transit, E-Transit Custom and E-Tourneo Custom.

"Ford has been on an incredible journey, from introducing our first electric vehicle in Europe, the Mustang Mach-E, to now offering a broad range of electric cars and commercial vehicles in just a few years," said Jon Williams, general manager, Ford Blue and Model e, Europe. "The Puma Gen-E, E-Tourneo Courier and E-Transit Courier further enhance our existing electric vehicle range so there is a choice of vehicles to suit both private and business customers, opening up the benefits of electric mobility to an even wider audience."

"At Ford Otosan, we take pride in contributing to Ford's success in Europe with new models that further strengthen its electric vehicle portfolio. Built at our state-of-the-art Craiova plant, these new electric models showcase our expertise in delivering innovative, high-quality vehicles that

elevate the driving experience for Ford customers." said Güven Özyurt, Ford Otosan General Manager.

Partnering on manufacturing excellence

All three vehicles are built at Ford Otosan's state of the art assembly plant in Craiova, Romania. Each one uses electric drive units produced at Ford's facility in Halewood, UK and parts produced at Ford's Cologne component plant, demonstrating Ford's commitment to innovation and sustainability throughout the production process.

The Craiova plant is just one example of the drive for sustainability in Ford's production facilities in Europe, with the recent installation of photovoltaic panels and the launch of a more efficient logistics hub leading to a significant reduction in CO₂ emissions. The [Ford Otosan](#) joint venture between [Ford Motor Company](#) and [Koç Holdings](#) was founded in 1997, driving innovation and building a legacy of excellence in the automotive industry for nearly a century of shared success.

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¹ Up to 376 km driving range based on full charge of Puma Gen-E. 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.

² According to Ford sales data.

³ Up to 288 km driving range based on full charge of E-Tourneo Courier. 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.

⁴ Driver-assist features are supplemental and do not replace the driver's attention, judgement and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations.

⁵ If stop is longer than three seconds, driver must intervene and press "RES" button or accelerator pedal to resume system operation.

⁶ Up to 300 km driving range based on full charge of E-Transit Courier. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP) and with optional 120 km/h speed limiter. 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.

⁷ Max payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle. Always properly secure cargo.

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-

centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough electric vehicles along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 174,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

About Ford in Belgium & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with approximately 370 employees.

Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.

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