Get into the swing of things with the all-new 2018 EcoSport – a new SUV from Ford designed for endless possibilities. Trim outside. Spacious inside. With Intelligent 4WD, and a swing-gate rear hatch that opens wide for cargo, it’s nimble and ready for just about anything. Plus, voice-activated SYNC® 3 with Apple CarPlay™ and Android Auto™ compatibility, and SYNC Connect™ technology, helps keep you in touch even on the go. The all-new 2018 Ford EcoSport. Always Unstoppable.
Enhanced voice-recognition on SYNCC® 3 makes it incredibly easy to use. Your choice of screen sizes includes an 8" touchscreen with swipe capability, as well as pinch-to-zoom functionality with Navigation. To load larger items, fold one or both sides of the 60/40 split-fold rear seat down. On EcoSport SES, standard roof rails and crossbars help you secure additional gear up top.
GO WITH THE GLOW
Give your 2018 EcoSport its own unique mood with ambient lighting! 7 colorful hues (Ice Blue, Orange, Soft Blue, Red, Green, Blue and Purple) let you create the look you desire.

RAISE THE MOONROOF
Courtesy of the 675-watt B&O PLAY™ Premium Audio System by HARMAN, standard on Titanium. It maintains optimal sound in the cabin regardless of where you sit. Specifically tailored placement and calibration make the most of its 9 speakers and subwoofer. Pair your compatible mobile phone with SYNC®1 and play all of your favorites by artist, song title, or playlist.
FIND YOUR HAPPY SPACE

There’s more than meets the eye inside EcoSport Titanium. Start with standard leather-trimmed seats with perforated accents. Generous seating and storage is made even more inviting by a power moonroof with sunshade. To load longer items, simply raise the seat cushion on one side of the 60/40 split-fold rear seat, then fold the back of the seat down. The other side can stay up to accommodate passengers. And for those chilly days, opt for the Cold Weather Package with a heated, leather-wrapped steering wheel and windshield wiper de-icer.¹
With up to 30 pockets, bins and hooks, EcoSport makes efficient use of every available space. A rear Cargo Management System allows you to adjust the load-floor height for different levels of storage. In its top position, and with the rear seat folded down, a spacious load floor is perfect for moving furniture and other items.

Up top, roof-rack side rails\(^1\) and crossbars\(^1\) allow you to carry even more cargo. To help keep items cool, EcoSport has a climate-controlled glove box. While a seat-side pocket helps keep smaller items secure and in their place.
ZIP AND SIP
A turbocharged wonder, the award-winning 1.0L EcoBoost® engine¹ has an impressive combination of driveability and fuel efficiency. It’s paired with a 6-speed SelectShift® automatic transmission and front-wheel drive (FWD)¹.

FIND YOUR SWEET SPOT
The 2.0L Ti-VCT engine¹ combines direct injection with twin independent variable camshaft timing to deliver an impressive 166 horsepower. It’s paired with Intelligent 4WD¹ for enhanced driving fun.

OPTIMIZE FUEL CONSUMPTION
And help reduce emissions during city driving with Auto Start-Stop Technology. When stopped, or while idling with your foot on the brake, the engine automatically shuts off. It seamlessly restarts as soon as you release the brake pedal. You can easily turn this feature on or off with the touch of a button.
KEEP YOUR FOOTING

With front-wheel drive, or the enhanced grip of Intelligent 4WD, EcoSport instills confidence in changing road and weather conditions. The Intelligent 4WD System assesses those conditions about 20 times faster than the blink of an eye, readjusting as needed to deliver the appropriate balance of handling and traction.
BIG ON PROTECTION 10 standard airbags on EcoSport include: driver and front-passenger dual-stage front; driver and front-passenger knee; front- and rear-seat side, and side-curtain airbags for both rows.

STAY ALERT TO TRAFFIC BLIS® (Blind Spot Information System) with cross-traffic alert helps warn you if it detects a vehicle in either of your blind spots while driving forward, or approaching from the sides while in Reverse.

ACTIVATE WHEN WET When the rains come, rain-sensing windshield wipers turn on automatically to help keep your forward view clear.

BE ALERTED TO WHAT’S BEHIND YOU Along with the standard rear view camera, the Reverse Sensing System audibly alerts you to objects behind EcoSport as you slowly back up.

MAINTAIN YOUR BALANCE Smart standard features like AdvanceTrac® with RSC® (Roll Stability Control™) provide enhanced stability in a variety of conditions. By selectively applying individual brakes and modifying engine power, the system helps keep all 4 wheels firmly planted.

Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle. BLIS replaces standard integrated blind spot mirrors. Remember that even advanced technologies cannot overcome the laws of physics. It’s always possible to lose control of a vehicle due to inappropriate driver input for the conditions.
SYNC 3
STAY CONNECTED ON THE MOVE

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3 lets you keep your hands on the wheel while it quickly responds to your spoken requests. Or use the responsive touchscreen to access its many helpful features. Bring the power of Siri® into EcoSport with Siri Eyes Free and your paired iPhone®. The system also features 2 smart-charging USB ports to help keep your devices powered up and ready to go.

APPLE CARPLAY™ COMPATIBILITY
Use Siri to interact with your iPhone
Access your favorite songs and playlists in Apple Music
Utilize Apple Maps for voice-guided navigation and estimated travel time

SYNC APPLINK®
Voice control for your favorite compatible mobile apps
Spotify® • Pandora® • and more

FORDPASS™ SMARTPHONE APP
Your personal journey assistant
Find fuel and compare prices
Find, reserve and pay for parking in select locations
Get help from our trained team of Ford Guides – available 24/7

VOICE-ACTIVATED NAVIGATION
Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability

SIRIUSXM® TRAFFIC & TRAVEL LINK®
Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

SYNC CONNECT
4G LTE Wi-Fi hotspot lets you connect up to 10 devices
Powered by FordPass to:
• Locate your vehicle
• Remotely start, stop, lock or unlock it
• Check your fuel level and mileage

ANDROID AUTO™ COMPATIBILITY
Talk to Google™ to interact with your Android™ smartphone
Access your favorite music through your apps
Utilize Waze™ or Google Maps™ for voice-guided navigation and estimated travel time

COMMANDS may vary by phone and AppLink software.

†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.
‡Available feature.
§Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. +Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in “Build Your EcoSport” section of Specifications and your Ford Dealer for details.
©Requires phone 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. ±Commands may vary by phone and AppLink software. ^Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 3 in “Build Your EcoSport” section of Specifications and your Ford Dealer for more details.
MAKE A SPLASH WITH SES

The personality-packed EcoSport SES stands apart from any crowd. With black bezels for the fog lamps and headlamps. Black roof rails and crossbars. Unique taillamps. Plus, 17" Premium Dark Tarnish Metallic-painted aluminum wheels. Inside, bold copper-painted appliqués brighten the instrument panel, while the partial leather-trimmed seats feature unique cloth inserts with orange accents. Start up the fun with the 2.0L Ti-VCT engine that’s paired with a paddle-shifted 6-speed SelectShift® automatic transmission. Intelligent 4WD and a sport-tuned suspension help you handle adventure in stride.
GET EQUIPPED WITH SE
LED signature lighting and 16” aluminum wheels enhance the SE exterior. Inside, a power moonroof with sunshade improves any view. Electronic automatic temperature control helps comfort front-seat occupants, while a leather-wrapped steering wheel and gear shift knob put you in command behind the wheel. Opt for the SE Convenience Package to add BLIS® (Blind Spot Information System) with cross-traffic alert,$ ambient lighting,$ an 8” touchscreen with Navigation,$ a 110V power outlet$ and more.
16" Magnetic Low Gloss-Painted Machined-Face Aluminum
Standard: S

SE

16" Shadow Silver-Painted Aluminum
Standard: SE

SES

17" Premium Dark Tarnish Metallic-Painted Aluminum
Standard: SES

TITANIUM

17" Premium Dark Stainless-Painted Aluminum
Standard: Titanium

17" Painted Machined Aluminum
Optional: SE/SES/Titanium (late availability)
### STANDARD FEATURES

**Mechanical**
- Active Grille Shutters
- Battery saver
- Electric power-assisted steering
- Power disc brakes with Anti-Lock Brake System (ABS)
- Tire inflator and sealant kit
- Driver-Assist Technology
- Autolamp automatic on/off headlamps
- Hill start assist

**Seating**
- Front bucket seats with seat back map pockets
- 60/40 flip-up and split-fold rear bench seat

**Interior**
- 12V powerpoints (2)
- Cargo area cover
- Cargo Management System (includes adjustable shelf)
- Cargo tie-down hooks (4)
- Climate-controlled glove box bin
- Compass display
- Driver and front-passenger sun visors with illuminated vanity mirrors
- Folding front-passenger grab handle
- Front and rear dome/map and rear cargo area lights
- Front-row center console with 2 cupholders and armrest
- Illuminated Entry System with theater-dimming feature
- Manual-tilt/-telescoping steering column
- Message center with trip computer
- Outside temperature display
- Overhead console with sunglasses holder
- Particulate air filter
- Power door locks
- Power windows with one-touch-up/-down driver’s side feature
- Steering wheel-mounted cruise and audio controls
- Supplemental PTC heater

**Exterior**
- Acoustic-laminate windshield
- Easy Fuel® capless fuel filler
- Front and rear tow hooks
- Rear-window defroster
- Swing-gate rear door
- Variable-intermittent windshield wipers with washer; intermittent rear wiper with washer

**Safety & Security**
- Personal Safety System™ for driver and front passenger includes dual-stage front airbags,1 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 airbags1
- Front-seat side airbags1
- Rear-seat side airbags1
- Safety Canopy® System with side-curtain airbags1 and rollover sensor
- 3-point safety belts for all seating positions
- Adjustable head restraints for all seating positions
- AdvanceTrac® with RSC® (Roll Stability Control™)
- Belt-Minder® front safety belt reminder
- Child-safety rear door locks
- Front height-adjustable shoulder safety belts
- Individual Tire Pressure Monitoring System (excludes spare, if equipped)
- LATCH – Lower Anchors and Tether Anchors for Children (rear outboard seating positions)
- MyKey® technology to help parents encourage responsible driving
- Rear view camera
- SecuriLock® Passive Anti-Theft System
- SOS Post-Crash Alert System™

### POWERTRAINS/EPA-ESTIMATED RATINGS

**1.0L EcoBoost® I-3**
- Auto Start-Stop Technology
- 123 hp @ 6,000 rpm
- 125 lb.-ft. of torque @ 3,500 rpm
- FWD 27 city/29 hwy/28 combined mpg
- Standard: S/SE/Titanium

**2.0L Ti-VCT I-4**
- Auto Start-Stop Technology
- 166 hp @ 6,500 rpm
- 149 lb.-ft. of torque @ 4,500 rpm
- 4WD 23 city/29 hwy/25 combined mpg
- Standard: SES
  - Optional: S/SE/Titanium

### DIMENSIONS

<table>
<thead>
<tr>
<th>Exterior</th>
<th>4x2/4x4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheelbase</td>
<td>99.2&quot;</td>
</tr>
<tr>
<td>Length</td>
<td>161.3&quot;</td>
</tr>
<tr>
<td>Height</td>
<td>64.8&quot;/65.1&quot;</td>
</tr>
<tr>
<td>Width – Excluding mirrors</td>
<td>69.5&quot;</td>
</tr>
<tr>
<td>Width – Including mirrors</td>
<td>81.0&quot;</td>
</tr>
<tr>
<td>Width – Mirrors folded</td>
<td>71.9&quot;</td>
</tr>
<tr>
<td>Interior</td>
<td>Front/Rear</td>
</tr>
<tr>
<td>Headroom</td>
<td>39.6&quot;/37.5&quot;</td>
</tr>
<tr>
<td>Leg room</td>
<td>42.9&quot; (max.)/36.7&quot;</td>
</tr>
<tr>
<td>Hip room</td>
<td>51.6&quot;/50.9&quot;</td>
</tr>
<tr>
<td>Shoulder room</td>
<td>53.3&quot;/51.3&quot;</td>
</tr>
<tr>
<td>Capacities (cu. ft.)</td>
<td></td>
</tr>
<tr>
<td>Passenger volume</td>
<td>91.1</td>
</tr>
<tr>
<td>Cargo volume behind front seats</td>
<td>50.0</td>
</tr>
<tr>
<td>Cargo volume behind rear seats</td>
<td>20.9</td>
</tr>
<tr>
<td>Fuel tank (gal.)</td>
<td>13.6</td>
</tr>
</tbody>
</table>

1Always wear your safety belt and secure children in the rear seat. 2Actual mileage will vary.
### BUILD YOUR ECOSPORT

#### S: STANDARD  O: OPTIONAL  P: PACKAGE CONTENT

<table>
<thead>
<tr>
<th>S</th>
<th>SE</th>
<th>SES</th>
<th>TITANIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Mechanical</td>
</tr>
<tr>
<td>0</td>
<td>0</td>
<td>S</td>
<td>Intelligent 4WD (2.0L Ti-VCT engine only)</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Sport-tuned suspension</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Steering wheel-mounted transmission paddle shifters</td>
</tr>
<tr>
<td>P</td>
<td>P</td>
<td>P</td>
<td>Driver-Assist Technology</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>SYNC® Voice Recognition Communications and Entertainment System with 4.2&quot; color LCD screen in center stack, 911 Assist®, AppLink®, and 2 smart-charging USB ports</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>SYNC 3 with 6.5&quot; color capacitive touchscreen, 2 smart-charging USB ports</td>
</tr>
<tr>
<td>P</td>
<td>P</td>
<td>P</td>
<td>SYNC Connect® embedded 4G LTE modem powered by FordPass™ App® (includes Wi-Fi hotspot capability)</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Seating</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>4-way manual driver and front-passenger seats</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>6-way power driver's seat and 4-way manual front-passenger seat</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Heated front seats</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Interior</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>AM/FM stereo with MP3 capability and 6 speakers</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>B&amp;O PLAY™ Premium Audio System by HARMAN with 9 speakers, subwoofer, 675 watts and HD Radio® Technology</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>S</th>
<th>SE</th>
<th>SES</th>
<th>TITANIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>SiriusXM® Radio with 6-month trial subscription*</td>
</tr>
<tr>
<td>P</td>
<td>S</td>
<td>S</td>
<td>Voice-activated Navigation System with pinch-to-zoom capability, and Integrated SiriusXM Traffic and Travel Link® with 5-year subscription*</td>
</tr>
<tr>
<td>P</td>
<td>S</td>
<td>S</td>
<td>110V/150W AC power outlet</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Ambient lighting</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Auto-dimming rearview mirror</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Climate – Manual air conditioning</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Climate – Electronic automatic temperature control</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Flooring – Front carpeted floor mats</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Instrument panel appliqués – Ano Gray</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Intelligent Access with push-button start</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Leather-wrapped steering wheel and shift knob</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Power moonroof with sunshade</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Exterior</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Beltline moldings – Black</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Configurable daytime running lamps – Halogen</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Door handles – Black molded-in-color</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Fog lamps with body-color bezels</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Fog lamps with black bezels</td>
</tr>
<tr>
<td>S</td>
<td>S</td>
<td>S</td>
<td>Headlamps – Halogen quad-beam reflector</td>
</tr>
</tbody>
</table>

#### Packages

- **Keyless-entry keypad**
- **Metallic-colored front and rear bumper accents**
- **Mirrors – Black, power sideview**
- **Mirrors – Black, power sideview with turn signal indicators**
- **Mirrors – Heated sideview**
- **Mirrors – Integrated blind spot mirror in sideview**
- **Perimeter alarm**
- **Privacy glass (rear doors, rear quarter windows and swing-gate window)**
- **Roof rack – Black side rails**
- **Roof rack – Silver-painted side rails**
- **Spare tire carrier (includes spare wheel and tire with locking lug nuts and jack; replaces tire inflator and sealant kit)**
- **Unique taillamps with blackout treatment**
- **Cargo Management Package: cargo net and cargo organizer**
- **Cold Weather Package: front and rear floor liners, heated steering wheel, and windshield wiper de-icer (includes heated sideview mirrors on SE and SES)**
- **Interior Protection Package: cargo mat, and front and rear floor liners (not available with Cold Weather Package)**
- **SE Convenience Package: 110V/150W AC power outlet; ambient lighting; BLIS (Blind Spot Information System) with cross-traffic alert; 7 speakers; SYNC 3 with 8" color LCD capacitive touchscreen in center stack with swiping capability; SYNC Connect; and voice-activated Navigation System**

---

*SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi Hotspot, and starts with vehicle sale date. Subscription is subject to compatible 4G network availability. Certain restrictions, 3rd-party terms, or message and data rates may apply. For more information, visit the website or contact your dealer. The remote start feature operates at vehicle speeds less than 2 mph. To subscribe to the 6-month trial, a valid credit card (Visa® or MasterCard®) or automatic pay method is required. If you do not wish to use this service, you can cancel at any time by calling 1.888.538.2639. After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a bundle, if available, to continue service. SiriusXM audio services require an active SiriusXM sxMarketplaceSMART subscription. SiriusXM Traffic and Travel Link® service are available in 50 states, the District of Columbia, and Puerto Rico, and SiriusXM Traffic service is available in select 48 USA states. SiriusXM® Ringtone service must be active in the same way as your SiriusXM audio service. SiriusXM Traffic and Travel Link®, SiriusXM Traffic Service contract, and SiriusXM Traffic service fee, are subject to change. VisitXM Satellite Radio, SiriusXM, and all related marks and logos are trademarks of SiriusXM Radio Inc. See SiriusXM Customer Agreement for complete terms at www.siriusxm.com. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ™ Available feature.**
### Exterior Options

<table>
<thead>
<tr>
<th>Interior</th>
<th>S</th>
<th>SE</th>
<th>SES</th>
<th>TITANIUM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shadow Black</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Smoke¹</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Canyon Ridge¹</td>
<td>3</td>
<td>4</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blue Candy Metallic Tinted Clearcoat²</td>
<td>2</td>
<td>3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lightning Blue¹</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Race Red (late availability)</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Ruby Red Metallic Tinted Clearcoat³</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Moondust Silver¹</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>White Platinum Metallic Tri-coat²</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td></td>
</tr>
<tr>
<td>Diamond White¹</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

Colors are representative only. See your dealer for actual paint/trim options. ¹Metallic ²Additional charge. ³Late availability.
1 Consult owner’s manual for details on roof-rack load limits. 2 Ford Licensed Accessory.