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® 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 SYNC® 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® 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 and crossbars 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 drive¹ 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\(^1\)\(^2\) 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\(^1\) 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\(^1\) audibly alerts you to objects behind EcoSport as you slowly back up.

**MAINTAIN YOUR BALANCE**

Smart standard features like AdvanceTrac\(^8\) with RSC\(^8\) (Roll Stability Control™)\(^3\) 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.

\(^1\)Available feature. Driver-assist features are supplemental and do not replace the driver’s attention, judgment and need to control the vehicle.

\(^2\)BLIS replaces standard integrated blind spot mirrors.

\(^3\)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™ COMPATIBILITY³
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

ANDROID AUTO™ COMPATIBILITY³
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

FORDPASS™ SMARTPHONE APP³
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 NAVIGATION²
Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability

SYNC CONNECT®⁴
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

SIRIUSXM® TRAFFIC & TRAVEL LINK®³⁷
Complimentary for 5 years
Real-time traffic updates
Fuel station locations and prices
Current and forecasted weather
Movie locations and showtimes
Sports scores

FORDPASS™ SMARTPHONE APP³
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

2018 EcoSport | ford.com
¹Don’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. ²Available feature. ³Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ³Certain 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. ⁴Requires 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. ⁵Commands may vary by phone and AppLink software. ⁶Certain 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

16" Shadow Silver-Painted Aluminum
Standard: SE

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

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, 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
Front-seat side airbags
Rear-seat side airbags
Safety Canopy® System with side-curtain airbags 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 RATINGS²

1.0L EcoBoost® I-3
Auto Start-Stop Technology
123 hp @ 6,000 rpm     125 lb.-ft. of torque @ 3,500 rpm
6-speed SelectShift® automatic
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
6-speed SelectShift automatic
4WD 23 city/29 hwy/25 combined mpg
Standard: SES   Optional: S/SE/Titanium

DIMENSIONS

Exterior     4x2/4x4
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”
Inner/Rear
Head room    39.6”/37.5”
Leg room     42.9” (max.)/36.7”
Hip room     51.6”/50.9”
Shoulder room 53.3”/51.3”

Capacities (cu. ft.)
Passenger volume 91.1
Cargo volume behind front seats 50.0
Cargo volume behind rear seats 20.9
Fuel tank (gal.) 13.6

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

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<td>Mechanical</td>
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<td>SiriusXM® Radio with 6-month trial subscription(^3)</td>
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<td>Front-wheel drive (FWD) (1.0L EcoBoost® engine only)</td>
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<td>Voice-activated Navigation System with pinch-to-zoom capability, and Integrated SiriusXM Traffic and Travel Link® with 5-year subscription(^3)</td>
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<td>Intelligent 4WD (2.0L Ti-VCT engine only)</td>
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<td>110V/150W AC power outlet</td>
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<td>Sport-tuned suspension</td>
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<td>Ambient lighting</td>
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<td>Steering wheel-mounted transmission paddle shifters</td>
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<td>Auto-dimming rearview mirror</td>
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<td>Driver-Assist Technology</td>
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<td>Climate – Manual air conditioning</td>
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<td>BLIS® (Blind Spot Information System) with cross-traffic alert</td>
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<td>Climate – Electronic automatic temperature control</td>
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<td>Rain-sensing windshield wipers</td>
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<td>Flooring – Front carpeted floor mats</td>
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<td>Reverse Sensing System</td>
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<td>Flooring – Front and rear carpeted floor mats</td>
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<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>
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<td>Instrument panel appliqués – Ano Gray</td>
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<td>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. Evolving technology cellular networks may affect future functionality. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&amp;T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to <a href="http://www.att.com/ford">www.att.com/ford</a>. FordPass smartphone app for use with SYNC Connect, is available via download and compatible with select smartphone platforms. FordPass is on the AppStore and Google Play. Learn more at fordpass.com. Message and data rates may apply. After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package; by SiriusXM Radio Inc. See SiriusXM Customer Agreement for complete terms at <a href="http://www.siriusxm.com">www.siriusxm.com</a>. All fees and programming subject to change. Trial subscriptions not available in AK and Hi. Available feature.</td>
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<td>Instrument panel appliqués – Copper-painted</td>
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<td>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. Evolving technology cellular networks may affect future functionality. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&amp;T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to <a href="http://www.att.com/ford">www.att.com/ford</a>. FordPass smartphone app for use with SYNC Connect, is available via download and compatible with select smartphone platforms. FordPass is on the AppStore and Google Play. Learn more at fordpass.com. Message and data rates may apply. After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package; by SiriusXM Radio Inc. See SiriusXM Customer Agreement for complete terms at <a href="http://www.siriusxm.com">www.siriusxm.com</a>. All fees and programming subject to change. Trial subscriptions not available in AK and Hi. Available feature.</td>
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<td>Intelligent Access with push-button start</td>
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<td>SYNC 3 with 6.5&quot; color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay compatibility, Android Auto compatibility, and 2 smart-charging USB ports</td>
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<td>Leather-wrapped steering wheel and shift knob</td>
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<td>SYNC 3 with 8&quot; color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay compatibility, Android Auto compatibility, and 2 smart-charging USB ports</td>
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<td>Power moonroof with sunshade</td>
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<td>SYNC Connect(^2) embedded 4G LTE modem powered by FordPass(^{App}) (includes Wi-Fi hotspot capability)</td>
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<td>Exterior</td>
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<td>4-way manual driver and front-passenger seats</td>
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<td>Beltline moldings – Black</td>
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<td>6-way power driver’s seat and 4-way manual front-passenger seat</td>
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<td>Beltline moldings – Chrome</td>
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<td>Heated front seats</td>
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<td>Configurable daytime running lamps – Halogen</td>
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<td>Interior</td>
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<td>Configurable daytime running lamps – LED (activates LED signature lighting)</td>
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<td>AM/FM stereo with MP3 capability and 6 speakers</td>
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<td>Door handles – Black molded-in-color</td>
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<td>AM/FM stereo with MP3 capability and 7 speakers</td>
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<td>Door handles – Body-color</td>
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<td>B&amp;O PLAY™ Premium Audio System by HARMAN with 9 speakers, subwoofer, 675 watts and HD Radio™ Technology</td>
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<td>Fog lamps with body-color bezels</td>
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<td>Headlamps – Black bezels</td>
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<td>Fog lamps with black bezels</td>
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<td>Headlamps – Black bezels</td>
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<td>Headlamps – Halogen quad-beam reflector</td>
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<td>Headlamps – Halogen quad-beam projector</td>
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<td>Keyless-entry keypad</td>
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<td>Mirrors – Black, power sideview</td>
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<td>Mirrors – Body-color, power sideview with turn signal indicators</td>
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<td>Mirrors – Heated sideview</td>
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<td>Mirrors – Integrated blind spot mirror in sideview</td>
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<td>Privacy glass (rear doors, rear quarter windows and swing-gate window)</td>
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<td>Roof rack – Black side rails</td>
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<td>Roof rack – Silver-painted side rails</td>
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<td>Roof rack – Black crossbars</td>
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\(^1\)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. Evolving technology cellular networks may affect future functionality. Wi-Fi hotspot includes complimentary wireless data trial that begins upon AT&T activation and expires at the end of 3 months or when 3GB of data is used, whichever comes first, but cannot extend beyond the complimentary 5-year subscription period for remote features. To activate, go to www.att.com/ford. FordPass smartphone app for use with SYNC Connect, is available via download and compatible with select smartphone platforms. FordPass is on the AppStore and Google Play. Learn more at fordpass.com. Message and data rates may apply. After your trial period ends, SiriusXM audio and data services each require a subscription sold separately, or as a package; by 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.

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Top to bottom: Power moonroof\(^4\) with sunshade • Intelligent Access with push-button start\(^*) • Halogen quad-beam projector headlamps\(^4\) with LED configurable daytime running lamps \(^*\) • Swing-gate hatch release, hidden in rear taillamp • Dual smart-charging USB ports
Colors are representative only. See your dealer for actual paint/trim options. *Metallic. †Additional charge.
Consult owner’s manual for details on roof-rack load limits.

Wheel lock kit
Splash guards (D)
Roof crossbars
Racks and carriers
Exterior

Ash cup/coin holders
Cargo area protector (A)
Cargo organizers and protectors
Carpeted floor mats
First aid and roadside assistance kits
Floor liners (B)
Interior light kit
Protective seat covers
Tablet cradle

Electronics

Bullfrog® portable Bluetooth® speakers
Keyless entry keypad
Rear seat entertainment
Remote start systems (C)
Vehicle Security System

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) 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 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 finance, you’ll find the choices that are right for you at Ford Credit. Ask your Ford Dealer for details or check us out at fordcredit.com.

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 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.