

New All- Electric Puma Gen-E Pricelist UK

Effective from 11th April 2025



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SERIES RANGE



Select

| |
|--|
| 17" Alloy Wheel |
| LED Projector Headlamps with LED Day Time Running Light (DTRL) and Auto High Beam |
| LED Rear Lamps |
| Power adjustable door mirrors with manual folding function |
| Rear privacy glass |
| Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler |
| |
| Multi-Coloured Ambient Lighting |
| Full digital 12.8" instrument cluster and Column Stalk Shifter |
| 12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, 6 speaker audio system, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance |
| Wireless Charging Pad |
| Power Start Button |
| Manual tailgate |
| Selectable Drive Modes |
| Electronic Automatic Temperature Control (EATC) |
| Select Fabric Trim in Black and Grey with Grey Stitching |
| Manual 4-way drivers seat (incl. Height) with lumbar adjustment |
| Manual 4-way passenger seat with lumbar support |
| Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror |
| Quickclear Heated Windscreen |
| Gigabox and Frunk Loadspace |
| Rear View Camera and Rear Parking Sensors |
| Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking |
| Cruise Control with Intelligent Speed Limiter |
| Lane Keeping Aid and Lane Departure Warning |
| Blue Oval Charge Network – Lifetime access |

Recommended On the Road* From:
£29,995.00



Premium

| |
|---|
| 18" Alloy Wheels |
| Glare-free Matrix LED Headlamps with Auto High Beam |
| LED Rear Lamps |
| Power-foldable heated door mirrors with puddle lamps and Puma logo projection |
| Rear privacy glass |
| Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler |
| Front Door Scuff Plates With Logo |
| Multi-Coloured Ambient Lighting |
| Full digital 12.8" instrument cluster and Column Stalk Shifter |
| 12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, Premium B&O audio system with 10 speakers, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance |
| Wireless charging pad |
| Keyless Entry and Power Start Button |
| Power Lift Tailgate |
| Selectable Drive Modes |
| Electronic Automatic Temperature Control (EATC) |
| Premium Sensico with Synthetic Suede Inserts and grey stitching |
| Manual 4-way drivers seat (incl. Height) with lumbar adjustment |
| Manual 4-way passenger seat with lumbar support |
| Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror |
| Quickclear Heated Windscreen |
| Gigabox and Frunk Loadspace |
| Rear View Camera and Rear Parking Sensors |
| Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking |
| Cruise Control with Intelligent Speed Limiter |
| Lane Keeping Aid and Lane Departure Warning |
| Blue Oval Charge Network – Lifetime access |

Recommended On the Road* From:
£31,995.00

* Recommended 'On the road' price includes one years road fund license, DVLA first registration fee £55 and an estimated £25 for number plates. Images shown for illustrative purposes only. Body colours shown may be optional (at additional cost). See colour options page for more information.
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MODEL PRICES

| Series | Bodystyle | Drive | Battery (Installed) | Battery (Usable) ⁴⁾ | Fuel Type | Transmission | VED Band | CO2 Emissions (g/km) ¹⁾ | Basic Recommended Retail Price (RRP) £ | Recommended Retail Price (Incl VAT) £ | Manufacturers Recommended On the Road Price £ ²⁾ | Monthly BIK at 20% ³⁾ | Monthly BIK at 40% ³⁾ |
|---------|-----------|-------|-----------------------|--------------------------------|-----------|-------------------|----------|------------------------------------|--|---------------------------------------|---|----------------------------------|----------------------------------|
| Select | 5 door | FWD | 53 kWh Standard Range | 43 kWh Standard Range | Electric | 1 Speed Automatic | A | 0 | £24,920.83 | £29,905.00 | £29,995.00 | £14.97 | £29.93 |
| Premium | 5 door | FWD | 53 kWh Standard Range | 43 kWh Standard Range | Electric | 1 Speed Automatic | A | 0 | £26,587.50 | £31,905.00 | £31,995.00 | £15.97 | £31.93 |

¹⁾ The CO2 emissions test figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP).

²⁾ Recommended 'On the road' (OTR) price includes first year road fund licence, DVLA first registration fee £55 and an estimated £25 for number plates.


³⁾ Not applicable to retail or private car buyers. BIK values are the monthly taxation payment applicable to company car users. BIK values were correct at the time of printing and are based on taxation rates for 25/26 tax year. P11D value is the sum of Recommended price + VAT & Number plate charge (£25)

⁴⁾ The battery capacity figure specified is the usable capacity determined by Ford and used to calculate the stated Puma performance and battery durability.

If a car's list price is over £40,000 (including VAT and factory fitted options) at first registration, the customer will pay an additional VED charge (currently £425) for five years after the end of the first registration (in addition to the standard VED charge per year).



OPTIONS

| | Select | Premium | Basic Recommended Retail Price £ (exc. VAT) | Total Recommended Retail Price £ (Inc VAT) |
|---|--------|---------|---|--|
| Option Packs | | | | |
| Winter Pack - Heated Driver and Passenger Seat - Heated Steering Wheel | O | O | £291.67 | £350.00 |
| Advanced Driver Assistance Pack - Ext. Mirrors - Dual Power heated w turn repeaters, Puddle Lamps, foldable, with logo lamp - Collision Mitigation System using Camera and Radar - Intelligent Speed Assistant, Adaptive Speed Control with CADSIII - Lane Change Warning and Aid with Lane Centering Assist - Advanced Speed Sign Recognition - 360 Degree Camera - Blind Spot Information System - Front Parking Aid - Reverse Brake Assist | O | O | £791.67 | £950.00 |
| Comfort Pack - Power Liftgate - Ext. Mirrors - Dual Power heated w turn repeaters, Puddle Lamps, foldable, with logo lamp - Keyless Entry/Start | O | S | £541.67 | £650.00 |
| Openable Panorama Roof | O | O | £916.67 | £1,100.00 |
| Black Painted Roof (Not available on Agate Black and Frozen White) | O | O | £416.67 | £500.00 |
| Detachable Towbar (tongue load 75kg to carry 2 e-bikes) | O | O | £458.33 | £550.00 |
|  19" Alloy Wheel, 225/40 R19 | - | O | £416.67 | £500.00 |







Key

S = Standard, O = Option, at extra cost, □ = Part of pack, at extra cost, -- = Not Available

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COLOUR & TRIM

| | Colour Description | Select | Premium | | Basic Recommended Retail Price £ (exc. VAT) | Total Recommended Retail Price £ (Inc VAT) |
|-----------------|--------------------|--------|---------|--|---|--|
| Solid | FROZEN WHITE | S | S |  | £0.00 | £0.00 |
| Metallic | ELECTRIC YELLOW | O | O |  | £666.67 | £800.00 |
| Metallic | AGATE BLACK | O | O |  | £666.67 | £800.00 |
| Metallic | SOLAR SILVER | O | O |  | £666.67 | £800.00 |
| Metallic | FANTASTIC RED | O | O |  | £666.67 | £800.00 |
| Metallic | DIGITAL AQUA BLUE | O | O |  | £666.67 | £800.00 |

| | Trim Description | Select | Premium | |
|--------------|--|--------|---------|---|
| TRIMS | All Fabric Black/Grey Seat with Gray Stitching | S | - |  |
| | Sensico/Neo Suede Ebony Seat with Gray Stitching | - | S | |

Key

S = Standard, O = Option, at extra cost, - = Not Available

*Colours and trims reproduced in this price list may vary from the actual colours due to the limitations of the printing processes used

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EV Data

The fuel/energy consumption and CO2 emission figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP) . These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. The figures shown are for comparability purposes; only compare fuel consumption and CO2 figures with other vehicles tested to the same technical procedures. You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator . The configurator provides information about your configured vehicle's fuel/energy consumption and CO2 emissions (these are also WLTP test figures).

| Battery (Installed) | Battery (Usable) ²⁾ | Fuel Type | Available On | Euro Emissions | Transmission | Drive | Maximum Power PS (kW) ³⁾ | Torque Nm ³⁾ | WLTP Overall Range In Miles (Combined) ⁴⁾ | WLTP Range Extra High In Miles (Motorway) ⁴⁾ | Combined Energy Consumption kWh/100Km ¹⁾ | High Powered Charging (kW) | 10-80% Charge (mins) ⁵⁾ |
|---------------------|--------------------------------|---------------|--------------|---------------------------|-------------------|-------|-------------------------------------|-------------------------|--|---|---|----------------------------|------------------------------------|
| 53 kWh | 43 kWh | Pure Electric | Select | Zero Evaporated Emissions | 1 Speed Automatic | FWD | 168PS (123kW) | 290 | 233 | 172 | 13.1 | 100 | 24 |
| 53 kWh | 43 kWh | Pure Electric | Premium | Zero Evaporated Emissions | 1 Speed Automatic | FWD | 168PS (123kW) | 290 | 226 | 167 | 13.7 | 100 | 24 |

Notes

1) The declared Fuel/Energy Consumption, CO2-Emissions and Electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behaviour as well as other non-technical factors play a role in determining a car's energy consumption and electric range. CO2 is the main greenhouse gas responsible for global warming. A guide on fuel economy and CO2 emissions which contain data for all new passenger car models is available at any point of sale free of charge or can be downloaded under <http://carfueldata.dft.gov.uk>.

2) The battery capacity figure specified is the usable capacity determined by Ford and used to deliver the stated performance and battery durability.

3) Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.

4) Based on full charge. 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. WLTP Overall Range reflects a combined driving cycle and WLTP Extra High reflects motorway driving – both tests are conducted in controlled conditions with an ambient temperature of 23 degrees Celsius and no climate or electrical load.

5) Achieved using high power charging. Actual charge times and charging speeds will vary according to the type of home or public charging station used, as well as other factors (including weather, ambient temperature, driving behaviour, driving profile, vehicle condition, lithium-ion battery age, condition, and temperature).



ACCESSORIES

| Dealer Supplied Accessories | Part (FINIS) Number | Recommended Retail Price (Incl. VAT) | Dealer Supplied Accessories | Part (FINIS) Number | Recommended Retail Price (Incl. VAT) |
|---|---------------------|--------------------------------------|--|---------------------|--------------------------------------|
| Transportation | | | | | |
| Detachable Tow Bar | 2457405 | £663.79 | E-Kit for Detachable Tow Bar | 2725951 | £78.45 |
| E-Kit for Tow Bar (Pre-Pack) | 2788873 | £90.34 | Tow Bar Cable, for installation | 2425234 | £90.34 |
| Tow Bar Module | 2803135 | £135.75 | Roof Base Carrier - not with panorama roof | 2527164 | £281.56 |
| Dog Guard, behind rear seats | 2437781 | £311.89 | Atera* Roof Bike Carrier Giro AF+ | 2756522 | £136.49 |
| G3* Roof Box Elegance Europe 330, matt black ¹ | 2191625 | £265.06 | Atera* Rear Bike Carrier Strada Sport 2, for 2 bikes | 2756538 | £502.90 |
| Atera* Roof Box Casar M, Lava Structured ¹ | 2756524 | £484.55 | Thule®* Roof Bike Carrier, FreeRide 532 | 1746077 | £93.44 |
| Atera* Roof Box Casar L, Brilliant Black ¹ | 2756556 | £707.30 | Thule®* Roof Bike Carrier, Expert 298 | 2143360 | £172.38 |
| Mottez®* Rear Ski Carrier | 2483279 | £317.88 | Coat Hanger, matte black | 2448529 | £56.37 |
| Napier* Tailgate Tent | 5147380 | £582.92 | Foldable Transport Box, black fabric | 2470827 | £27.34 |
| Cargo Organizer, soft sided | 2181468 | £145.09 | Cooler Bag, soft sided | 2181470 | £46.77 |
| Protection | | | | | |
| Rubber Floor Mats, front | 2812614 | £50.70 | Rubber Floor Mats, rear | 2812616 | £46.34 |
| Velour Floor Mats, front , grey stitching | 2814716 | £49.42 | Velour Floor Mats, rear, grey stitching | 2814709 | £29.42 |
| Boot Liner | 2438719 | £67.55 | Load Compartment Mat, reversible | 2395437 | £107.10 |
| Mud Flaps, front - ST-Line, ST-Line X | 2458844 | £49.42 | Mud Flaps, rear - ST-Line, ST-Line X | 2458866 | £49.42 |
| GigaBox Boot Liner | 2728698 | £72.91 | | | |
| Comfort & Convenience | | | | | |
| ClimAir® Wind Deflectors, rear, black | 2497412 | £39.65 | ClimAir® Wind Deflectors, front, black | 2497408 | £52.47 |
| ClimAir® Wind Deflectors, rear, transparent | 2497414 | £39.65 | ClimAir® Wind Deflectors, front, transparent | 2497410 | £52.47 |
| Air Purifier | 2485741 | £52.60 | Nextbase* Dashboard Camera 380GWX, front and rear | 2534404 | £402.53 |
| Charging | | | | | |
| Public Charging Cable, 32A, 3-phase, 5 metres | 2727935 | £203.51 | Charging Port Winter Cover | 2814707 | TBC |
| Lapp* Mobility Dock Charging Adaptor | 2732598 | £259.50 | | | |
| Wheels | | | | | |
| 17" Alloy Wheel, absolute black | 2770073 | £266.57 | 18" Alloy Wheel, 5-spoke design, absolute black | 2730161 | £332.98 |
| 19" Alloy Wheel, 5-spoke design, asphalt black | 2730159 | £361.72 | Locking Wheel Nuts | 1751660 | £77.84 |
| Safety & Security | | | | | |
| Ford First Aid Pack, with Velcro strip | 2311396 | £14.10 | Ford Premium Safety Pack, with First Aid Kit, Warning Triangle, Hi-Visibility Vest | 2431452 | £34.19 |
| Warning Triangle ² | 1460220 | £6.80 | | | |

¹ Alternative Roof Boxes are available

² Item is non-Ford branded from an approved supplier

For more information about any of the included Ford Accessories, or to view the full range of Ford Accessories visit www.ford-accessories.co.uk

This price list shows both original Ford accessories as well as a range of carefully selected products from third party suppliers, identified under that third party supplier's brand name.

Please note that third party supplier branded accessories do not come with a Ford warranty but are covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer.

Fitment of dealer-fit parts and accessories may have an impact on your vehicle's fuel / energy consumption.

Prices do not include fitting unless otherwise stated. Please refer to your Ford Dealer for fitted prices.

PERFORMANCE

| Engine (Usable) | Series | Drive | Transmission | * Maximum Power PS (KW) | * Torque Nm | ** 0-62 mph (secs) | Max Speed (mph) |
|----------------------|---------|-------|-------------------|-------------------------|-------------|--------------------|-----------------|
| 5 Door Pure Electric | | | | | | | |
| 43 kWh | Select | FWD | 1 Speed Automatic | 168PS (123kW) | 290 | 8.0 | 99 |
| 43 kWh | Premium | FWD | 1 Speed Automatic | 168PS (123kW) | 290 | 8.0 | 99 |

* Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.
** Figures shown are based on Ford test data based on testing methodology from a stationary start.



FORD PROTECT New All-Electric Puma Gen-E

Complimentary 5 Year Ford Protect Service Plan - Retail & Demonstrator Registrations Only

A complimentary 5 Year Service plan includes 2 scheduled services, in line with the 2 year / unlimited mileage service intervals on New All-Electric Puma Gen-E, providing the reassurance and peace of mind of knowing that your vehicle will be serviced by Ford technicians using genuine Ford parts.

The plan provides the additional benefit of Ford Assistance for the duration of the plan - a roadside rescue, repair and recovery service that helps you seven days a week, 365 days a year. Wear and Tear not included and may incur additional charges see below.

Applies only to Retail and Demonstrator vehicles. Excludes Fleet and Motability. See below eligible Global Sales Type / Sales Category Codes. Plan activated at registration and remains with the vehicle for duration of the 5-year term. Contact your Ford Dealer for further information.

| Global Sales Type | ABD | AAA | DAA | AAA | AFA | ABA | ABC | ABB | DAE | DCA | DCF |
|---------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Sales Category Code | 1A | 1B | 1M | 1N | 1F | 4C | AC | DP | DV | CO | FD |

Ford Protect Wear and Tear Plan

In addition to the the Ford Protect Service Plan you may choose to purchase a Ford Protect Wear And Tear Plan, which provides replacement or repair of the following part:

Brake Pads/shoes/discs; Shock absorbers; Wiper Blades (Front wiper blades max. once per year; rear wiper blades max. once every two years); Bulbs

Exclusions: Tyres; Interior trims; glass, seat covers; pads; frames; springs; headrests, seat belts; sheet metals, water ingress, body seals and aeralis. Bodywork and paint check and Air conditioning check

Ford Protect New Vehicle Extended Warranty

If you plan on keeping your car for longer than 3 years or are a high mileage driver you can extend your 3 year/60,000 mile base vehicle warranty to either 4 years/36,000 miles, 4 years/ 80,000 miles or 5 years/100,000 miles

Extended Warranty Features:

Cover against the cost of repair or replacement of defective parts, or to repair a material, assembly or manufacturing defect recognised by Ford

Helps protect against unexpected repair bills

All repairs will be carried out by Ford Authorised Dealers using genuine Ford parts

Ford Protect New Vehicle Extended Warranty plans can be purchased any time up until the vehicle's first date of registration

Notes and Conditions

The length of your plan (and number of services) applies from your new vehicle warranty commencement date, usually the date of first registration

Time and mileage limits apply to Ford Protect Plans

It is a condition of Ford Protect Service Plans that your vehicle is serviced by an Authorised Ford Repairer according to the schedules in your Ford Service Portfolio

Subject to the terms and conditions of the Ford Protect Plans

These Ford Protect Plans are transferable so it is an added benefit to the new owner if you decide to sell your vehicle

The Extended Warranty packages do not impact the 8 year / 100,000 mile warranty on the New All-Electric Puma Gen-E's High-Voltage Battery and Components

Ask your Ford Dealer for full details of the Ford Protect Extended Warranty, Service Plan Plus and their associated Terms and Conditions or alternatively call Ford Protect on 03702 416726, Option 2, Option 2

or visit www.ford.co.uk



'MANUFACTURERS RECOMMENDED ON THE ROAD' PRICES INCLUDE

| | CO ₂ Emissions (g/km)* | Number Plates (Estimated) (£) | Government First Registration Fee (£) | First Year Vehicle Excise Duty (VED) (£) | Total (£) |
|---|---|--|---|---|--------------|
| A | 0.00 | 25.00 | 55.00 | 10.00 | 90.00 |
| B | 1-50 | 25.00 | 55.00 | 110.00 | 190.00 |
| C | 51-75 | 25.00 | 55.00 | 130.00 | 210.00 |
| D | 76-90 | 25.00 | 55.00 | 270.00 | 350.00 |
| E | 91-100 | 25.00 | 55.00 | 350.00 | 430.00 |
| F | 101-110 | 25.00 | 55.00 | 390.00 | 470.00 |
| G | 111-130 | 25.00 | 55.00 | 440.00 | 520.00 |
| H | 131-150 | 25.00 | 55.00 | 540.00 | 620.00 |
| I | 151-170 | 25.00 | 55.00 | 1,360.00 | 1440.00 |
| J | 171-190 | 25.00 | 55.00 | 2,190.00 | 2270.00 |
| K | 191-225 | 25.00 | 55.00 | 3,300.00 | 3380.00 |
| L | 226-255 | 25.00 | 55.00 | 4,680.00 | 4760.00 |
| M | Over 255 | 25.00 | 55.00 | 5,490.00 | 5570.00 |

The delivery charge is included in the Basic Recommended Retail Price and is made on all models for delivery to the Dealer's premises. Where delivery is not made to the customer at the Dealer's premises a further charge may be made by the Dealer.

The Vehicle Excise Duty (VED) charged on new cars is based on their engine's CO₂ emissions* (expressed in grams per kilometre (g/km)). All CO₂ emissions figures in g/km are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load.'

You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator. The configurator provides information about your configured vehicle's fuel consumption and CO₂ emissions (these are also WLTP test figures).

The chart above shows the Bands and the VED which will be levied (for vehicles registered from 1st April 2025 onwards).

If a car's list price is over £40,000 (including VAT and factory fitted options) at first registration, the customer will pay an additional VED charge (currently £425) for five years after the end of the first registration (in addition to the standard VED charge per year, currently £195).

OTHER PRICING CONSIDERATIONS



Customer Order Price Protection

Ford's Price Protection Plan means that the price you pay is the same as the price on your order as long as you are prepared to accept delivery within three months, and in any event, as soon as your vehicle is available. Your Dealer has full details of the plan. Ford Motor Company Ltd is not liable for changes in price caused by Government changes in tax rates, tariffs, customs, Government incentives/grants or changes in other applicable legislation.

VAT

VAT is shown calculated at 20%. The total price of a vehicle, including factory fitted options and accessories fitted by the Ford Dealer, will be subject to VAT on retail sale.

Price Changes

This price list outlines Ford's Recommended On The Road Prices and Recommended Retail Prices. Please contact your Ford Dealer for final sale prices. This price list is effective from **11th April 2025**, and supersedes all previous price lists. The recommended prices in the publication were true and accurate at the time of printing. You should, however, check details with your Dealer as there may have been changes to Ford's recommended prices in view of Ford's policy of continuous development. Ford reserves its right to change prices at anytime. Change to government legislation or tax changes could result in a change to Ford's published prices.

ILLUSTRATIONS, DESCRIPTIONS AND SPECIFICATIONS

The product information in this publication was correct at the time of going to print. However, Ford's policy is one of continuous product development. The right is reserved to change specifications and colours of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. Throughout this publication, wherever a feature is described as being an 'Option' or 'Option Fitment/Pack' etc., you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability.

Some images portrayed are of a pre-production model and/or are computer generated, therefore the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional, e.g. metallic paint.

Please also note some driver assistance features and safety features described in this publication are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.