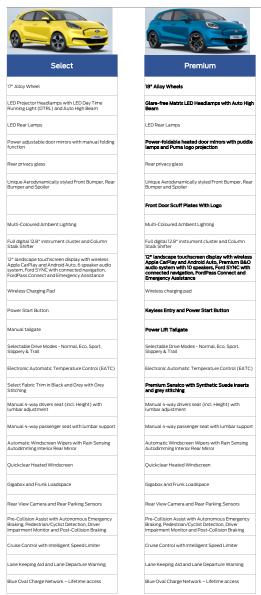
Effective from 27th October 2025





SERIES RANGE



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.

Recommended On the Road* From:

£29,995.00



Sound Edition Features

18" Alloy Wheels in a Magnetite Finish

Glare-free Matrix LED Headlamps with Auto High Beam

LED Rear Lamps

Power-foldable heated door mirrors with puddle lamps and Puma logo projection in Gloss Black

Contrast Black Painted Roof

Rear privacy glass

Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler

Unique Interior features such as front door Scuff Plates, and front Floor Mats

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, High Performance 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)

Sound Edition Partial Premium Synthetic Leather with grey stitching

Winter Pack

Advanced Driver Assistance Pack

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

Thatcham Alarm

Blue Oval Charge Network - Lifetime access

Recommended On the Road* From:

£34,295.00





^{*} 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

MODEL PRICES

Series	Bodystyle	Drive	Battery (Installed)	Battery (Usable) ⁴⁾	Fuel Type	Transmission	VED Band	CO2 Emissions (g/km) ¹⁾	Reco Re
Select	5 door	FWD	53 kWh Standard Range	43 kWh Standard Range	Electric	1 Speed Automatic	Α	0	
Premium	5 door	FWD	53 kWh Standard Range	43 kWh Standard Range	Electric	1 Speed Automatic	A	0	
Sound Edition	5 door	FWD	53 kWh Standard Range	43 kWh Standard Range	Electric	1 Speed Automatic	Α	0	

d	CO2 Emissions (g/km) ¹⁾	Basic Recommended Retall Price (RRP) £	Recommended Retail Price (Incl VAT) £	Manufacturers Recommended On the Road Price £ ²⁾	Monthly BIK at 20% ³⁾	Monthly BIK at 40% ³⁾
	0	£24,920.83	£29,905.00	£29,995.00	£14.97	£29.93
	0	£26,587.50	£31,905.00	£31,995.00	£15.97	£31.93
	0	£28,504.17	£34,205.00	£34,295.00	£17.12	£34.23

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).



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. PIID 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.

OPTIONS

	Select	Premium	Sound	Basic Recommended Retail Price £ (exc. VAT)	Total Recommended Retail Price £ (Inc VAT)
Option Packs					
Winter Pack - Heated Driver and Passenger Seat - Heated Steering Wheel	0	0	S	£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	0	0	S	£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	0	S	S	£541.67	£650.00
Openable Panorama Roof	0	0	-	£833.33	£1,000.00
Dog Guard Bezels - 1st & 2nd Row Required to allow fitment of the Ford dog guard	0	0	0	£41.67	£50.00
Black Painted Roof (Not available on Agate Black and Frozen White)	0	0	S	£416.67	£500.00
Detachable Towbar (tongue load 75kg to carry 2 e-bikes)	0	0	0	£458.33	£550.00
19" Alloy Wheel, 225/40 R19	-	0	-	£416.67	£500.00
Man					







COLOUR & TRIM

	Colour Description	Select	Premlum	Sound Edition		Basic Recommended Retail Price £ (exc. VAT)	Total Recommended Retall Price £ (Inc VAT)
Solid	FROZEN WHITE	s	S	-		£0.00	£0.00
Metallic	ELECTRIC YELLOW	0	0	-	A DATE OF THE PARTY OF THE PART	£666.67	£800.00
Metallic	AGATE BLACK	0	0	-		£666.67	£800.00
Metallic	SOLAR SILVER	0	0	0		£666.67	£800.00
Metallic	FANTASTIC RED	0	0	-	San	£666.67	£800.00
Metallic	DIGITAL AQUA BLUE	0	0	0	A	£666.67	£800.00
Metallic	Metropolis White	-	-	S		£0.00	£0.00

	Trim Description	Select	Premlum	Premium	
TOUG	All Fabric Black/Grey Seat with Gray Stitching	S	-	-	
TRIMS	Sensico/Neo Suede Ebony Seat with Gray Stitching	-	S	-	
	Sound Edition Partial Synthetic leather and grey 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

Effective From 27th October 2025

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	£670.43	E-Kit for Detachable Tow Bar	2725951	£79,22
E-Kit for Tow Bar (Pre-Pack)	2788873	£91.24	Tow Bar Cable, for installation	2425234	£91.24
Tow Bar Module	2803135	£137.12	Roof Base Carrier - not with panorama roof	2527164	£284.38
Dog Guard, behind rear seats	2437781	£315.01	Atera* Roof Bike Carrier Giro AF+	2756522	£137.87
G3* Roof Box Elegance Europe 330, matt black ¹	2191625	£267.71	Atera* Rear Bike Carrier Strada Sport 2, for 2 bikes	2756538	£509.59
Atera* Roof Box Casar M. Lava Structured	2756524	£489.39	Thule®* Roof Bike Carrier. FreeRide 532	1746077	£95.66
Atera* Roof Box Casar L. Brilliant Black ¹	2756556	£714.35	Thule®* Roof Bike Carrier, Expert 298	2143360	£172.43
Mottez®* Rear Ski Carrier	2483279	£321.05	Coat Hanger, matte black	2448529	£56.93
Napier* Tailgate Tent	5147380	£588.75	Foldable Transport Box, black fabric	2470827	£27.60
Cargo Organizer, soft sided	2181468	£148.17	Cooler Bag, soft sided	2181470	£64.87
Calgo Olganizer, sort Sided	2101400	£140.17	Cooler bag, sort sided	2101470	104.07
Protection					
Rubber Floor Mats, front	2812614	£51.20	Rubber Floor Mats, rear	2812616	£46.80
Velour Floor Mats, front , grey stitching	2814716	£49.92	Velour Floor Mats, rear, grey stitching	2814709	£29.72
Boot Liner	2438719	£68.21	Load Compartment Mat, reversible	2395437	£108.15
Mud Flaps, front	2458844	£49.92	Mud Flaps, rear	2458866	£49.92
GigaBox Boot Liner	2728698	£73.66			
Comfort & Convenience					
ClimAir® Wind Deflectors, rear, black	2497412	£42.18	ClimAir® Wind Deflectors, front, black	2497408	£54,98
ClimAir® Wind Deflectors, rear, transparent	2497414	£42.18	ClimAir® Wind Deflectors, front, transparent	2497410	£54.98
Air Purifier	2485741	£53.13	Nextbase* Dashboard Camera 380GWX, front and rear	2534404	£406.55
Charging					
EV Charging Cable for Home Charging , 6 metres, 32A, 1-phase - requires Household Connector	2763307	£470.56	Household Connector for charging from a standard 3-pin household power socket in UK & Ireland	2657806	£70.22
Public Charging Cable, 32A, 3-phase, 5 metres	2727935	£205.54	Charging Port Winter Cover	2814707	£11.39
Lapp* Mobility Dock Charging Adaptor	2732598	£262.09	chaigh six finite core.	2011707	2111.53
Wheels					
17" Alloy Wheel, absolute black ²	2770073	£269.23	18" Alloy Wheel, 5-spoke design, absolute black ²	2730161	£336.30
19" Alloy Wheel, 5-spoke design, asphalt black ²	2730159	£365.34	Locking Wheel Nuts	1751660	£77.83
Safety & Security	2211206	m/ 22	Found Departures Confester Double with Firest Aird Vita Warning Triangle Lii Visibilita Vitati	2/21/52	63/53
Ford First Aid Pack, with Velcro strip	2311396	£14.23	Ford Premium Safety Pack, with First Aid Kit, Warning Triangle, Hi-Visibility Vest	2431452	£34.53
Warning Triangle ³	1460220	£8.77			

¹Alternative Roof Boxes are available

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.

(Ford)

³ Item is non-Ford branded from an approved supplier

² Single alloy wheel. Excludes centre cap, tyre, wheel nuts, valve & fitment

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 Or	n 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 Comsumption 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
53 kWh	43 kWh	Pure Electric	Sound	Zero Evaporated Emissions	1 Speed Automatic	FWD 168PS (123kW)	290	224	165	13.8	100	24

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 wehicle 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 specifed 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).

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
43 kWh	Sound Edition	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	FLB
Sales Category Code	1A	1B	1M	1N	1F	4C	AC	DP	DV	CO	FD	BP

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 parts

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 aerials. 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 Forc

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 registratior

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 Portfolic

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 your 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 (£)
А	0.00	25.00	55.00	10.00	90.00
В	1-50	25.00	55.00	110.00	190.00
С	51-75	25.00	55.00	130.00	210.00
D	76-90	25.00	55.00	270.00	350.00
Е	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
Н	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
М	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.'

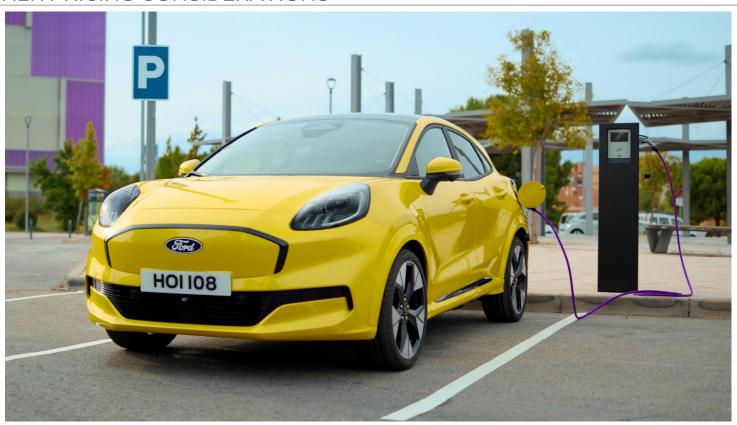
You can also use Ford's online configurator to build and customise a new Ford vehicle: www.ford.co.uk/configurator. The configurator provides information about your configured vehicle's fuel consumption and CO2 emissions (these are also WLTP test figures)

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 27th October 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.

