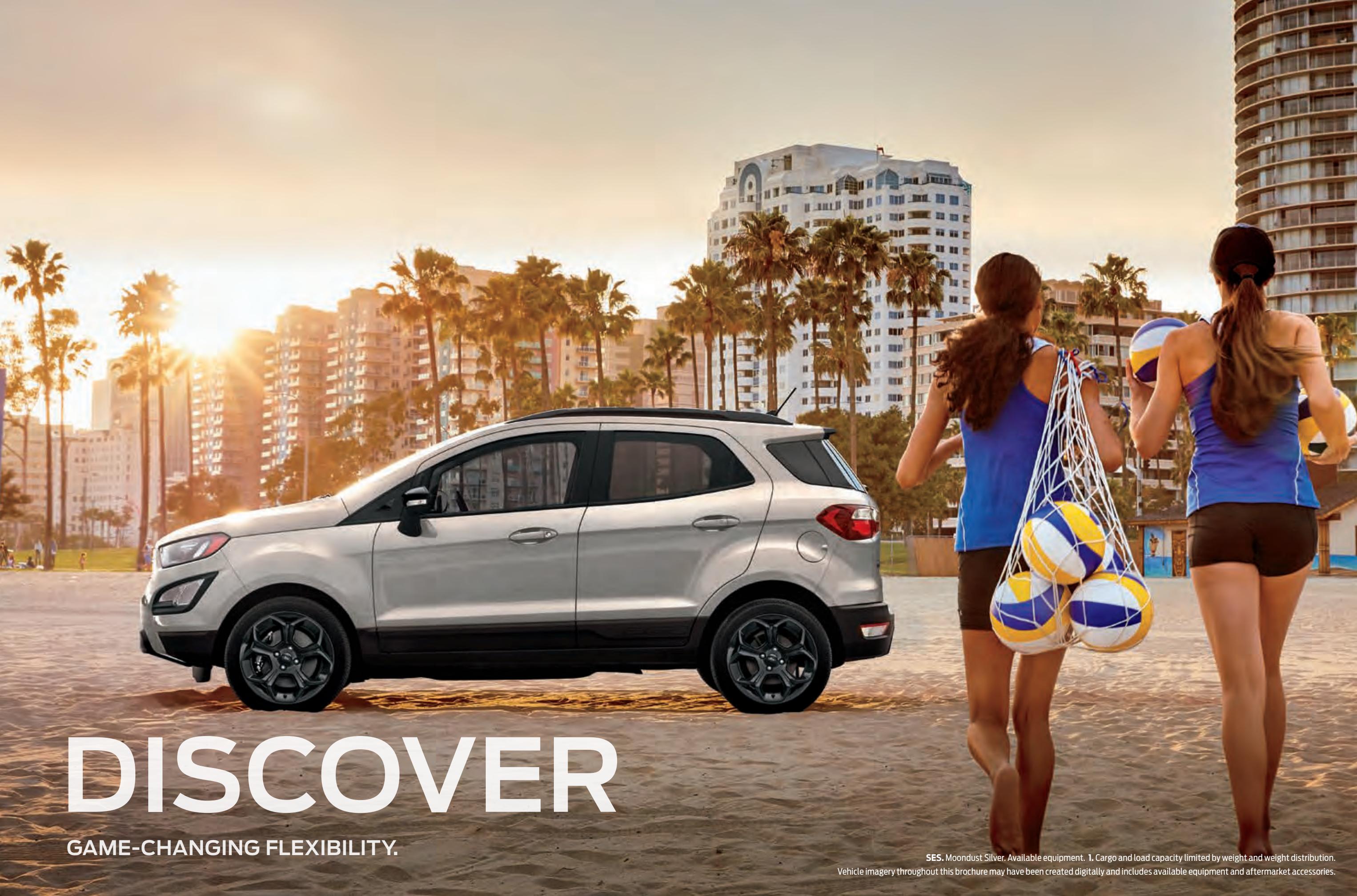


2021

ECOSPORT





DISCOVER

GAME-CHANGING FLEXIBILITY.

SES. Moondust Silver. Available equipment. 1. Cargo and load capacity limited by weight and weight distribution. Vehicle imagery throughout this brochure may have been created digitally and includes available equipment and aftermarket accessories.



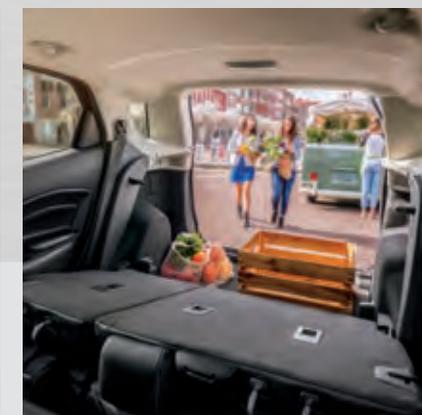
Beach day. Vacation day. Or just Saturday. Whatever the adventure, Ford EcoSport is ready for action. Pack in the essentials with plenty of places to stow, stash and store. Stay connected with high-tech, in-car technology. And dial up the fun with sporty style, impressive performance and well-crafted comfort. Ford EcoSport is the subcompact SUV that fits your big plans.



FOLDABLE FLEXIBILITY THAT FITS YOUR LIFESTYLE¹



25+ STORAGE POCKETS, BINS & HOOKS



PLENTY OF CARGO SPACE¹



AVAILABLE CARGO MANAGEMENT SYSTEM¹



AVAILABLE PLACES TO CHARGE DEVICES



RANGE OF AVAILABLE ACCESSORIES¹



THE RIGHT TOOLS FOR EXTRA CARGO¹

FIERCE

FUN COMES IN TWO FORMS.



[1.0L ECOBOOST® & FRONT-WHEEL DRIVE]

What does EcoBoost mean to you? It means award-winning engines (like this one). A 6-speed SelectShift® automatic transmission that also allows you to shift gears for a more engaging drive. Auto Start-Stop Technology that shuts off the engine when you come to a complete stop, and seamlessly restarts it when you release the brake pedal to help reduce fuel consumption and emissions during stop-and-go city driving. And most of all, it means this turbocharged beauty gets you wherever you need to go – with confidence you can count on.

123 MAX. HORSEPOWER / 125 LB.-FT. MAX. TORQUE

[2.0L TI-VCT & INTELLIGENT 4WD SYSTEM]

Feeling a little power hungry? Satisfy that urge with this available 2.0L direct-injection engine that's paired with available Intelligent 4WD. Hug corners and hit straightaways with commanding horsepower and torque. Be confident in just about any weather condition. And bring more joy to every ride.

166 MAX. HORSEPOWER / 149 LB.-FT. MAX. TORQUE



TITANIUM. Ebony Black ActiveX™ Seating Material. Heated, 6-way power driver's seat. Heated, leather-wrapped steering wheel. High-gloss black-painted instrument panel appliques. Ambient lighting. Auto-dimming rearview mirror.

Getting there is easy. Leaving this cabin is the hard part. Ford EcoSport makes the journey as good as the destination with a level of sophistication that usually comes with sticker shock. Run your fingers along the available leather-wrapped steering wheel. Set the mood with available ambient lighting. And let your crew stretch out with comfortable seating – including spacious head, leg and hip room in the rear row. It's all designed to fit your lifestyle – and your budget.



The available voice-activated SYNC® 3 system¹ puts just what you need on the tip of your tongue – or at your fingertips thanks to a vibrant 8" touchscreen, while your smartphone lets you use Siri® or Google™ to stay connected while helping you keep your eyes on the road – and your hands on the wheel. To control your favorite apps on your paired smartphone or other mobile devices, use available SYNC 3 AppLink.²



Connect up to 10 devices at once – inside the vehicle or up to 50' away – with 4G LTE Wi-Fi hotspot capability and FordPass™ Connect.³



To see your phone's familiar interface on the big screen, take advantage of available compatibility with Apple CarPlay® for your iPhone®, or Android Auto™ for your Android™ smartphone.⁴



Listen to your favorite tunes through the available 10-speaker B&O Sound System.



Available SiriusXM® 3-month All Access trial subscription⁵



With the FordPass App³ and FordPass Connect,³ access complimentary remote features like start/stop, lock/unlock, schedule a start, locate your vehicle and vehicle status check.

LIVE

WELL-CONNECTED.

Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. **1.** Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. **2.** Commands may vary by phone and AppLink software. **3.** FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App is available via download and compatible with select smartphone platforms. Message and data rates may apply. **4.** Requires device 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. **5.** Trial length and service availability may vary by model, model year or trim. All SiriusXM services require a subscription, each sold separately by SiriusXM after the trial period. Service will automatically stop at the end of your trial unless a subscription is purchased. See the SiriusXM Customer Agreement at www.siriusxm.com for complete terms. Some services and features are subject to device capabilities and location availability. All fees, content and features are subject to change.



COMMAND

THE ROAD WITH FORD CO-PILOT360 TECHNOLOGY.



Changing lanes. Backing up. Holding your own on steep hills. Our well-rounded collection of standard and available Ford Co-Pilot360™ Technology features can help you with these everyday situations and so many more. These advanced driver-assist technologies are about supplementing your driving skills! So you can feel confidently in command on the road.

STANDARD

- REAR VIEW CAMERA
- AUTOMATIC HEADLAMPS
- HILL START ASSIST

AVAILABLE

- RAIN-SENSING WINDSHIELD WIPERS
- REVERSE SENSING SYSTEM
- BLIS® (BLIND SPOT INFORMATION SYSTEM)² WITH CROSS-TRAFFIC ALERT
- VOICE-ACTIVATED NAVIGATION

¹. Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. They do not replace safe driving. See owner's manual for details and limitations. ². BLIS replaces standard integrated blind spot mirrors.



MASTER

YOUR DAILY MANEUVERS.



SES, Diamond White. Available equipment.

[AVAILABLE INTELLIGENT 4WD DRIVE]

Reads and reacts to the road 20 times faster than the blink of an eye. Translation: Capability is yours in just about any condition. Available when equipped with the 2.0L Ti-VCT engine.

[AVAILABLE SPORT-TUNED SUSPENSION]

Standard on SES model. Become one with the road. You'll be ready to take on the twists and turns thanks to precise handling and a fine-tuned suspension.

[ADVANCETRAC® WITH ROLL STABILITY CONTROL™¹]

Corners with confidence. Helps keep all 4 wheels firmly on the ground by selectively applying individual brakes and modifying engine power. Standard.

[ELECTRIC POWER-ASSISTED STEERING]

Brings finesse to fun by providing a gentle steering assist when parking – and gives you more confident control at higher speeds. Standard.

¹. Remember that even advanced technology cannot overcome the laws of physics. It's always possible to lose control of a vehicle due to inappropriate driver input for the conditions.

[STAND OUT AND STEP OUT IN STYLE]

Distinct and daring. The available SE Appearance Package enhances your standout style with unique wheels and a stylish interior complete with orange instrument panel appliques and orange copper-accented cloth seats. So whether you're heading downtown, into the office or off the grid, expect to attract your fair share of appreciative stares.



SE APPEARANCE PACKAGE. Moondust Silver. Available equipment.



1 Shadow Black

6 Race Red

2 Smoke¹

7 Blue^{1,2}

3 Moondust Silver¹

8 Ruby Red Metallic Tinted Clearcoat³

4 Diamond White

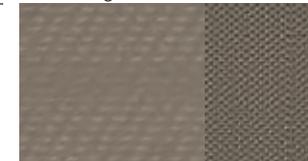
9 White Platinum Metallic Tri-coat³

5 Lightning Blue¹

10 Luxe Yellow²

Cloth Seating Surfaces

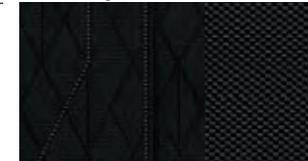
S



Medium Stone / 1-7, 10

Cloth Seating Surfaces

SE



Unique Ebony Black / 1-10



Unique Medium Stone / 1-10

Appearance Package



Ebony Black w/Orange Copper Accents / 1-10

ActiveX™ Seating Material

SES



Ebony Black w/Gray Accents / 3-5, 7, 10

ActiveX Seating Material

TITANIUM



Medium Light Stone / 1-10



Ebony Black / 1-10



S

16" Low-Gloss Magnetic-Painted Machined-Face Aluminum



SE

16" Shadow Silver-Painted Aluminum



SE Appearance Package

17" Shadow Silver Aluminum



SES

17" Black-Painted Aluminum



Titanium

17" Premium Dark Stainless-Painted Machined Aluminum

Colors are representative only. See your dealer for actual paint/trim options. ¹Metallic. ²Late availability. ³Additional charge.

DIMENSIONS		STANDARD FEATURES	
Exterior (in.)	FWD/4WD	MECHANICAL	
Wheelbase	99.2	6-speed SelectShift® automatic transmission	
Length	161.3	Active grille shutters	
Height	64.8/65.1	Auto Start-Stop Technology	
Width – Including mirrors	81.0	Battery saver	
Width – Mirrors folded	71.9	Electric power-assisted steering	
		Tire inflator and sealant kit	
Interior (in.)	Front/Rear	FORD CO-PILOT360™ TECHNOLOGY	
Head room	39.6/37.5	Autolamp (Automatic On/Off Headlamps)	
Leg room	42.9 (max.)/36.7	Hill Start Assist	
Hip room	51.6/50.9	Rear View Camera	
Shoulder room	53.3/51.3		
Capacities (cu. ft.)		COMFORT & CONVENIENCE	
Passenger volume	91.1	4 cargo area tie-down hooks	
Cargo volume behind first row	50.0	8 cupholders	
Cargo volume behind second row	20.5	12V powerpoints (2)	
Fuel tank (gal.)	13.6	60/40 flip-up and split-fold-flat rear seats	
		Folding front-passenger grab handle	
		Particulate air filter	
		Power windows with driver one-touch-up/-down feature	
		Supplemental PTC heater	
		Variable-intermittent windshield wipers with washer;	
		intermittent rear wiper with washer	
		CONNECTIVITY & ENTERTAINMENT	
		FordPass™ Connect ¹ with 4G LTE Wi-Fi hotspot capability	
		(enables FordPass App ¹ features when activated)	
		SAFETY & SECURITY	
		Personal Safety System™ for driver and front passenger includes	
		dual-stage front airbags ²	
		Driver and front-passenger knee airbags ²	
		Front- and rear-seat side airbags ²	
		Safety Canopy® System with side-curtain airbags ² and rollover sensor	
		AdvanceTrac® with RSC® (Roll Stability Control™)	
		Individual Tire Pressure Monitoring System (TPMS)	
		MyKey® technology to help encourage responsible driving	
		Remote Keyless Entry System	
		SecuriLock® Passive Anti-Theft System	
		SOS Post-Crash Alert System™	



S	SE	SES	TITANIUM	S: STANDARD O: OPTIONAL P: PACKAGED
S	S	S	S	POWERTRAINS
				1.0L EcoBoost® I-3
				Front-wheel drive (FWD)
				123 hp @ 6,000 rpm 125 lb.-ft. of torque @ 3,500 rpm ³
				1,400-lb. max. towing capacity ⁴
				2.0L Ti-VCT I-4
				Intelligent 4WD
				166 hp @ 6,500 rpm 149 lb.-ft. of torque @ 4,500 rpm ³
				2,000-lb. max. towing capacity ⁴
			S	MECHANICAL
				Sport-tuned suspension
				FORD CO-PILOT360 TECHNOLOGY
	P	S	S	BLIS® (Blind Spot Information System) with Cross-Traffic Alert
	S	S	S	Reverse Sensing System
		S	S	Rain-Sensing Windshield Wipers
				COMFORT & CONVENIENCE
	S			Manual air conditioning
	S			Front carpeted floor mats
	S	S		4-way manual driver and front-passenger bucket seats
	S	S	S	Cargo area cover and package tray
	S	S	S	Cargo Management System with adjustable shelf
	S	S	S	Electronic automatic temperature control
	S	S	S	Front and rear carpeted floor mats
	S	S	S	Heated front seats
	S	S	S	Intelligent Access with push-button start
	S	S	S	Power moonroof with sunshade
	S	S	S	Windshield wiper de-icer
		S	S	Auto-dimming rearview mirror
		S		Heated, leather-wrapped steering wheel with unique stitching and chrome insert
			S	Heated, leather-wrapped steering wheel
	P			Leather-wrapped steering wheel
	P	S	S	6-way power driver's seat and 4-way manual front-passenger seat
	P	S	S	110V/150W AC power outlet
	P	S	S	Ambient lighting
				CONNECTIVITY & ENTERTAINMENT
	S			SYNC® Voice Recognition Communications and Entertainment System with 4.2" LCD screen in center stack, 911 Assist®, AppLink®, and 2 smart-charging USB ports
	S	S		AM/FM stereo with MP3 capability and 6 speakers
	P	S		AM/FM stereo with MP3 capability and 7 speakers
			S	B&O Sound System with 10 speakers including subwoofer, 675 watts, and HD Radio™ Technology
	S	S	S	SiriusXM® with 3-month All Access trial subscription ⁵
	S	S	S	SYNC 3 with 8" LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay® compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports
	P	S	S	Voice-Activated Touchscreen Navigation System with pinch-to-zoom capability (includes SiriusXM Traffic and Travel Link® with 5-year subscription ⁵)

S	SE	SES	TITANIUM	
				APPEARANCE
S				Black grille; halogen quad-beam reflector headlamps and configurable daytime running lamps; and black molded-in-color door handles and power sideview mirrors with integrated blind spot mirrors
		S		Silver Lining-painted grille; body-color fog lamp bezels, door handles, and power sideview mirrors with turn signal indicators; black roof-rack side rails; and Ano Gray instrument panel appliqué
			S	Black-painted grille and surround; black headlamp and gloss black-painted fog lamp bezels; power, heated sideview mirrors with gloss black mirror caps and turn signal indicators; unique black rocker moldings with EcoSport logo; unique taillamps with blackout treatment; black-painted roof-rack side rails; unique black rear spoiler; and body-color door handles
				S Chrome grille; metallic-colored front and rear bumper accents; body-color door handles and power, heated sideview mirrors with turn signal indicators; silver-painted roof-rack side rails; bright swing gate appliqué; high-gloss black-painted instrument panel appliqué; and perimeter alarm
	S	S	S	Halogen quad-beam projector-style headlamps and LED configurable daytime running lamps
	S	S		Privacy glass on rear doors, rear quarter windows and swing gate window
				OPTIONS
	O	O	O	Engine block heater
	O	O	O	Front and rear molded splash guards
	O	O	O	Keyless entry keypad
	O	O	O	Overlander decal for hood, side doors and swing gate
	O	O	O	Remote Start System
	O	O	O	Cargo Management Package: cargo net and cargo organizer
	O	O	O	Interior Protection Package: cargo mat, and front and rear floor liners

OPTIONAL PACKAGES

SE Convenience Package: 110V/150W AC power outlet; 7 speakers; ambient lighting; BLIS (Blind Spot Information System) with Cross-Traffic Alert; and Voice-Activated Touchscreen Navigation System with pinch-to-zoom capability (includes SiriusXM Traffic and Travel Link with 5-year subscription⁵)

SE Appearance Package: 17" Shadow Silver aluminum wheels, 6-way power driver's seat with manual lumbar, unique Medium Stone cloth-trimmed seats with orange copper accents, orange instrument panel appliqué, and leather-wrapped steering wheel

¹FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App is available via download and compatible with select smartphone platforms. Message and data rates may apply. ²Always wear your safety belt, secure children in the rear seat, and follow airbag warning label instructions. ³Torque, horsepower, towing and EPA-estimated fuel economy ratings are independent attributes and may not be achieved simultaneously. ⁴EcoSport does not offer factory-installed towing equipment for this application; only available as aftermarket accessory. When properly equipped with an available Class I trailer tow package. Max. towing varies based on cargo, vehicle configuration, accessories and number of passengers. ⁵Trial length and service availability may vary by model, model year or trim. All SiriusXM services require a subscription, each sold separately by SiriusXM after the trial period. Service will automatically stop at the end of your trial unless a subscription is purchased. See the SiriusXM Customer Agreement at www.siriusxm.com for complete terms. Some services and features are subject to device capabilities and location availability. All fees, content and features are subject to change.



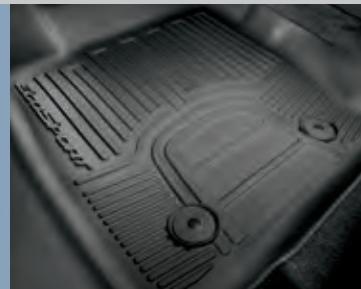
Titanium in Ruby Red Metallic Tinted Clearcoat accessorized with hood deflector, side window deflectors,¹ front and rear molded splash guards, keyless entry keypad, roof crossbars,² roof-mounted bike carrier,^{1,2} and wheel lock kit



Cargo area protector



Portable mini-fridge¹



Floor liners



Dash cam systems¹

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 (aluminum panels do not require perforation) coverage – all with no deductible. Please ask your Ford Dealer for a copy of this limited warranty.

Ford Credit. Get the ride you want. Whether you plan to lease or buy, Ford Credit has the option that's right for you. Ask your Ford Dealer for details or visit us online at ford.com/finance.

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 a winch back to a paved road, a battery jump start or towing. Your Ford Dealer can provide complete details on all of these advantages.

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 Insure. Insurance that lets you earn discounts for safe driving, offering a maximum discount of 40% from your policy. Ford Insure works with your 2021 model-year Ford to gauge your driving habits and calculate a discount based on how you drive. Visit www.fordinsure.com to learn more.

American Road Services Company LLC is the licensed insurance agency offering Ford Insure and is underwritten by Nationwide Mutual Insurance Company and affiliates. Home Office: Columbus, OH. Ford Motor and Ford Credit are not insurance companies or agents. Subject to underwriting guidelines, review and approval. Details and availability varies; program criteria differ in California. Discounts do not apply to all coverage elements; actual savings vary by state, coverage selections, rating factors and policy changes.

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.



EPA-ESTIMATED RATINGS Actual mileage will vary.	1.0L EcoBoost®			2.0L Ti-VCT I-4		
	Front-wheel drive (FWD)			Intelligent 4WD		
	27 CITY MPG	29 HWY MPG	28 COMB MPG	23 CITY MPG	29 HWY MPG	25 COMB MPG

¹Ford Licensed Accessory. ²Consult owner's manual for details on roof-rack load limits.

Apple, Apple CarPlay, iPhone and Siri are trademarks of Apple Inc., registered in the U.S. and other countries. BANG & OLUFSEN and B&O are registered trademarks of Bang & Olufsen Group. Licensed by Harman Becker Automotive Systems Manufacturing KFT. All rights reserved. Google, Android, Android Auto and Google Play are trademarks of Google LLC. Requires the Android Auto app on Google Play and an Android compatible smartphone running Android™ 5.0 or higher. HD Radio is a proprietary trademark of iBiquity Digital Corporation. SiriusXM and all related marks and logos are trademarks of Sirius XM Radio Inc.

Comparisons based on competitive models (class is Mini/Subcompact Utilities based on Ford segmentation), publicly available information and Ford certification data at time of release. Vehicles may be shown with optional equipment. Features may be offered only in combination with other options or subject to additional ordering requirements/limitations. Dimensions shown may vary due to optional features and/or production variability. Information is provided on an "as is" basis and could include technical, typographical or other errors. Ford makes no warranties, representations, or guarantees of any kind, express or implied, including but not limited to, accuracy, currency, or completeness, the operation of the information, materials, content, availability, and products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.



From day one, we had the future in mind. And over 117 years later, we continue that tradition of innovation with Ford Co-Pilot360™ helping push us closer to autonomous driving, the latest generation of SYNC® to communicate untethered and our first fully electric vehicle – Ford Mustang Mach-E.

We've always had our mind on the future. Now we're building it.

Z1ESPPDF

©2020 Ford Motor Company

The FordPass™ App



Meet FordPass. The app that puts your ownership experience in the palm of your hand.



Access complimentary remote features like start/stop, lock/unlock, schedule a start, locate vehicle and vehicle status check when your vehicle is equipped with FordPass Connect¹



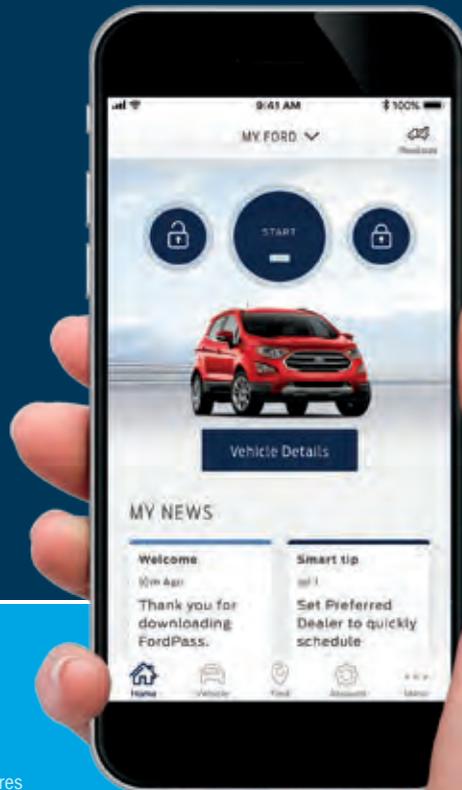
With FordPass Rewards, earn Points to use toward complimentary maintenance² or accessories when you buy or lease a new Ford



Earn 10 FordPass Rewards Points for every \$1 spent on vehicle service and maintenance



Get help on the road with 24/7 Roadside Assistance³



Download the FordPass App today.

¹FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible AT&T network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot. FordPass App is available via download and compatible with select smartphone platforms. Message and data rates may apply. ²Modem must be activated within 60 days of purchase through the FordPass App on a smartphone and remain active for at least 6 months after activation. Buyers of non-modem-equipped vehicles will also receive Points for complimentary maintenance after enrollment. Visit a participating dealer for details or go to FordPassRewards.com. ³Roadside assistance is included for certain owners and available to everyone for a per-service fee.