



An American Favorite Reinvented: New Ford Ranger Brings Built Ford Tough Innovation to U.S. Midsize Truck Segment

- Built Ford Tough: Ford answers the call from truck customers looking for an affordable, rugged, and maneuverable midsize pickup that's Built Ford Tough; torture-tested alongside Ford F-150 trucks, Ranger quality starts with a rugged high-strength steel frame backbone, proven Ford-built 2.3-liter EcoBoost[®] engine and class-exclusive 10-speed automatic transmission
- Ready for adventure with innovative technology: New features make driving easier and more fun, both on- and off-road; available FX4 Off-Road Package adds protective skid plates, upgraded tires, off-road-tuned shocks and suspension, while Terrain Management System[™] and Trail Control[™] help navigate challenging conditions; a suite of innovative technologies includes standard Automatic Emergency Braking to help avoid collisions
- Strong new choice for midsize truck fans: Ranger brings American truck lovers an all-new choice; production begins late this year at Ford's Michigan Assembly Plant as the U.S. industry sees continued growth in midsize pickups

DETROIT, Jan. 14, 2018 – Ford today reveals the all-new 2019 Ford Ranger for North America, bringing midsize truck fans a new choice from America's truck sales leader – one that's engineered Built Ford Tough and packed with driver-assist technologies to make driving easier whether on- or off-road.

Production begins late this year at Ford's Michigan Assembly Plant as customer demand is growing for midsize trucks. U.S. sales are up 83 percent since 2014 as a new generation of midsize truck buyers seek more maneuverable, fuel-efficient pickups.

The 2019 Ford Ranger answers the call with an all-new midsize pickup featuring a new exterior design, chassis and powertrain developed specifically for North American truck customers. Powerful and strong, with a high-strength steel frame, Ranger is equipped with a proven 2.3-liter EcoBoost[®] engine mated to the only 10-speed automatic transmission in the segment.

"Ranger has always held a special place in the hearts of truck fans," said Hau Thai-Tang, Ford executive vice president, Product Development and Purchasing. "The all-new Ranger is designed for today's midsize truck buyer, delivering even more utility, capability and technology for those who blend city living with more off-the-grid adventures on weekends."

Ranger comes in entry-level XL, mid-level XLT and high-level Lariat trim series with available Chrome and Sport appearance and FX Off-Road packages, and in SuperCab or SuperCrew cab configurations.

Built Ford Tough

Built Ford Tough is engineered in Ranger's DNA – from its high-strength steel frame backbone to its frame-mounted steel front and rear bumpers. Ford engineers put Ranger through the same torture testing as the legendary F-150 goes through.

Even its design is tough. Ranger's muscular body features a high beltline that emphasizes strength, while a raked grille and windshield provide an athletic appearance – designed to aid in aerodynamics and reduce wind noise. Short overhangs are functional off-road for clearing obstacles.

From the rear, the Ranger nameplate stamped in the tailgate conveys strength, and the tailgate itself is designed to handle people and cargo. A rugged steel bumper with an available integrated trailer hitch receiver helps make towing campers, ATVs or watercraft a breeze.

Inside, Ranger blends comfort and functionality with room for up to five people, their gear and accessories. A center stack includes an 8-inch touch screen for the available SYNC[®] 3 system, while the instrument cluster features dual LCD productivity screens for real-time vehicle, navigation and audio information.

Ranger's twin-power dome hood houses its 2.3-liter EcoBoost engine designed for efficiency and capability thanks to direct fuel injection, a twin-scroll turbocharger and 16-valve design. For added durability, the engine features a forged-steel crankshaft and connecting rods, and chain-driven dual overhead cams.

"Ranger's proven 2.3-liter EcoBoost provides a torque target on par with competing V6 engines, but with the efficiency of a four-cylinder," said Thai-Tang. "When you pair that with its 10-speed transmission, you've got one of the most versatile, powerful and efficient powertrains in the segment."

Adventure-ready

Ranger is designed for a new generation of midsize truck customers who head off-road to recharge.

Ranger prioritizes ground clearance to help climb over off-road obstacles. The FX4 Off-Road Package provides additional trail capability with off-road-tuned shocks, all-terrain tires, a frame-mounted heavy-gauge steel front bash plate, frame-mounted skid plates and FX4 badging.

To give customers a great all-terrain driving experience, Ranger's FX4 Off-Road Package features an innovative Terrain Management System[™] similar to the F-150 Raptor's. It includes four distinct drive modes – normal; grass, gravel and snow; mud and ruts; and sand. The system can shift on the fly to automatically change throttle responsiveness, transmission gearing and vehicle controls to tailor traction, driveability and performance to any given terrain or weather condition.

The FX4 Off-Road Package introduces Ford's all-new Trail Control[™] technology. Like cruise control for the highway but designed for low-speed, rugged terrain, Trail Control takes over acceleration and braking – sending power and braking to each individual wheel to allow drivers to focus on steering along the course.

Power is distributed through Dana[®] AdvanTEK[®] independent front and solid rear axles on both 2WD and 4WD models with an available electronic-locking rear axle (standard on FX2 and FX4) for increased all-terrain traction. Ranger four-wheel-drive versions feature 2-high, 4-high and 4-low.

Innovative technology

Ranger incorporates smart driver-assist, passenger convenience and connectivity technologies. Advanced driver-assist technologies include standard Automatic Emergency Braking, while Lane Keeping Assist, Lane Departure Warning, a Reverse Sensing System and class-exclusive Blind Spot Information System with trailer coverage are standard on XLT and Lariat trim levels. Additional driver-assist technologies standard on Lariat include Pedestrian Detection and Adaptive Cruise Control.

Available SYNC[®] 3 features Apple CarPlay and Android Auto compatibility, Ford+Alexa personal assistant functionality and optional navigation. An available FordPass[™] Connect 4G LTE modem provides Wi-Fi access for up to 10 devices. Available AC power outlets allow for charging of laptops and USB outlets provide more options for passengers to connect. Available B&O PLAY premium audio is specially tuned for the Ranger cab to deliver a rich and engaging listening experience.

Additional features include optional LED headlamps and taillamps. Optional exterior lighting includes puddle lamps and lighting for the cargo bed, while Ford's available Smart Trailer Tow connector alerts drivers to faulty trailer connections.

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