SWING OPEN THE NEXT BIG THING

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® 3 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 SYNC³ and play all of your favorites by artist, song title, or playlist.

2018 EcoSport | ford.com
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

¹Available feature.
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 rails1 and crossbars1 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 4WD® 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 drive 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\(^1\) 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® with RSC® (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.
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® COMPATIBILITY®
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

FORDPASS™ SMARTPHONE APP®
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 NAVIGATION®
Turn-by-turn directions
Vivid 3-D maps
Pinch-to-zoom touchscreen capability

SYNC CONNECT®
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

ANDROID AUTO™ COMPATIBILITY®
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

SIRIUSXM® TRAFFIC & TRAVEL LINK®
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 APP®
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 NAVIGATION®
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• Locate your vehicle
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SIRIUSXM® TRAFFIC & TRAVEL LINK®
Complimentary for 5 years
Real-time traffic updates
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Movie locations and showtimes
Sports scores
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
- EasyFuel® 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 RATINGS

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"

Interior
- Front/Rear
- Headroom: 39.6"/37.5"
- Legroom: 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

<table>
<thead>
<tr>
<th>STANDARD</th>
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<tbody>
<tr>
<td>OPTIONS</td>
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</table>

### Package Content

#### Standard Packages
- **SYNC 3 with 6.5" color LCD capacitive touchscreen:**
  - Climate – Manual air conditioning
  - Floor Mats – Carpeted front and rear floor mats
  - Instrument panel appliqués – Ano Gray
  - Power moonroof with sunshade

#### Optional Packages

1. **Exterior Packages**
   - Various roof rack options
   - Remote start system

2. **Interior Packages**
   - AM/FM stereo with MP3 capability and 6 speakers
   - Fog lamps with body-color bezels

3. **Driver-Sensing Technology**
   - Reverse Sensing System
   - Anti-Lock Brakes (4-wheel)
   - Rearview camera system

4. **Comfort and Convenience Packages**
   - Climate-Controlled Front Seats
   - Memory seat

#### 2018 EcoSport

- **Mechanical**
  - Front-wheel drive (FWD) (1.0L EcoBoost® engine only)
- **Sport Tuned Suspension**
- **Driver Assist Technology**
  - BLIS® (Blind Spot Information System) with cross-traffic alert
- **Interior**
  - AM/FM stereo with MP3 capability and 7 speakers
  - Fog lamps with body-color bezels
- **Exterior**
  - Fog lamps with black bezels
  - Front and rear floor liners

### Additional Features
- **SYNC Connect** includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with the 2018 EcoSport. 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 Sirius XM 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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Colors are representative only. See your dealer for actual paint/trim options. 1Metallic. 2Additional charge.

<table>
<thead>
<tr>
<th>Exterior</th>
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<th>SE</th>
<th>SES</th>
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<td>Smoke</td>
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<td>Blue Candy Metallic Tinted Clearcoat</td>
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<td>Lightning Blue</td>
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<td>Race Red (late availability)</td>
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<td>Ruby Red Metallic Tinted Clearcoat</td>
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<tr>
<td>Diamond White</td>
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</table>

1. Medium Stone Cloth
2. Unique Medium Stone Cloth
3. Ebony Black Cloth
4. Ebony Black Leather with Ebony Cloth Inserts and Orange Accents
5. Medium Light Stone Leather
6. Ebony Black Leather
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.

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

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