

2018

# ECOSPORT



Go Further



### 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,<sup>1</sup> and a swing-gate rear hatch that opens wide for cargo, it's nimble and ready for just about anything. Plus, voice-activated SYNC<sup>®</sup> 3<sup>1</sup> with Apple CarPlay™ and Android Auto™ compatibility, and SYNC Connect<sup>1</sup> technology, helps keep you in touch even on the go. The all-new 2018 Ford EcoSport. Always Unstoppable.



Enhanced voice-recognition on SYNC® 3<sup>1</sup> makes it incredibly easy to use. Your choice of screen sizes includes an 8" touchscreen<sup>1</sup> with swipe capability, as well as pinch-to-zoom functionality with Navigation<sup>1</sup>. 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!<sup>1</sup> 7 colorful hues (Ice Blue, Orange, Soft Blue, Red, Green, Blue and Purple) let you create the look you desire.

### **RAISE THE MOONROOF<sup>1</sup>**

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 SYNC®<sup>01</sup> and play all of your favorites by artist, song title, or playlist.



### 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,<sup>1</sup> leather-wrapped steering wheel and windshield wiper de-icer.<sup>1</sup>





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 rails<sup>1</sup> and crossbars<sup>1</sup> 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® engine<sup>1</sup> has an impressive combination of driveability and fuel efficiency. It's paired with a 6-speed SelectShift® automatic transmission and front-wheel drive (FWD).<sup>1</sup>

### FIND YOUR SWEET SPOT

The 2.0L Ti-VCT engine<sup>1</sup> combines direct injection with twin independent variable camshaft timing to deliver an impressive 166 horsepower. It's paired with Intelligent 4WD<sup>1</sup> 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,<sup>1</sup> or the enhanced grip of Intelligent 4WD,<sup>2</sup> 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<sup>1,2</sup> 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<sup>3</sup> 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<sup>1</sup> 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™)<sup>3</sup> 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.





### APPLE CARPLAY™ COMPATIBILITY<sup>5</sup>

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



### ANDROID AUTO™ COMPATIBILITY<sup>5</sup>

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



### SYNC APPLINK®<sup>6</sup>

Voice control for your favorite compatible mobile apps  
Spotify® ♦ Pandora® ♦ and more



### FORDPASS™ SMARTPHONE APP<sup>3</sup>

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<sup>2</sup>

Turn-by-turn directions  
Vivid 3-D maps  
Pinch-to-zoom touchscreen capability



### SYNC CONNECT<sup>2,4</sup>

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



### SIRIUSXM® TRAFFIC & TRAVEL LINK®<sup>2,7</sup>

Complimentary for 5 years  
Real-time traffic updates  
Fuel station locations and prices  
Current and forecasted weather  
Movie locations and showtimes  
Sports scores

## SYNC 3

### STAY CONNECTED ON THE MOVE

Imagine controlling calls, music and more with just a touch and your voice. SYNC® 3<sup>1,2</sup> 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.

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<sup>1</sup>Don't drive while distracted. Use voice-operated systems when possible; don't use handheld devices while driving. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. <sup>2</sup>Available feature. <sup>3</sup>Available via download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. <sup>4</sup>Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 1 in "Build Your EcoSport" section of Specifications and your Ford Dealer for details. <sup>5</sup>Requires phone 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. <sup>6</sup>Commands may vary by phone and AppLink software. <sup>7</sup>Certain restrictions, 3rd-party terms, or message and data rates may apply. See footnote 3 in "Build Your EcoSport" section of Specifications and your Ford Dealer for more details.





### 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 appliques 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,<sup>1</sup> ambient lighting,<sup>1</sup> an 8" touchscreen<sup>1</sup> with Navigation,<sup>1</sup> a 110V power outlet<sup>1</sup> and more.



S



16" Magnetic Low Gloss-Painted  
Machined-Face Aluminum  
Standard: S

SE



16" Shadow  
Silver-Painted Aluminum  
Standard: SE

SES



17" Premium Dark Tarnish  
Metallic-Painted Aluminum  
Standard: SES

TITANIUM



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  
 Easy Fuel® 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,<sup>1</sup> 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<sup>1</sup>  
 Front-seat side airbags<sup>1</sup>  
 Rear-seat side airbags<sup>1</sup>  
 Safety Canopy® System with side-curtain airbags<sup>1</sup> 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<sup>2</sup>

### 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
Head room	39.6"/37.5"
Leg room	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

**BUILD YOUR ECOSPORT**

S : STANDARD O : OPTIONAL P : PACKAGE CONTENT

S	SE	SES	TITANIUM
			<b>Mechanical</b>
S	S	S	Front-wheel drive (FWD) (1.0L EcoBoost® engine only)
O	O	S	O Intelligent 4WD (2.0L Ti-VCT engine only)
		S	Sport-tuned suspension
		S	Steering wheel-mounted transmission paddle shifters
			<b>Driver-Assist Technology</b>
P	S	S	S BLIS® (Blind Spot Information System) with cross-traffic alert
		S	S Rain-sensing windshield wipers
S	S	S	S Reverse Sensing System
S			SYNC® Voice Recognition Communications and Entertainment System with 4.2" color LCD screen in center stack, 911 Assist,® AppLink,® and 2 smart-charging USB ports
S			SYNC 3 with 6.5" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay™ compatibility, Android Auto™ compatibility, and 2 smart-charging USB ports
P	S	S	SYNC 3 with 8" color LCD capacitive touchscreen in center stack, 911 Assist, AppLink, Apple CarPlay compatibility, Android Auto compatibility, and 2 smart-charging USB ports
P	S	S	SYNC Connect¹ embedded 4G LTE modem powered by FordPass™ App² (includes Wi-Fi hotspot capability)
			<b>Seating</b>
S			4-way manual driver and front-passenger seats
S	S	S	6-way power driver's seat and 4-way manual front-passenger seat
	S	S	S Heated front seats
			<b>Interior</b>
S	S		AM/FM stereo with MP3 capability and 6 speakers
		S	AM/FM stereo with MP3 capability and 7 speakers
		S	B&O PLAY™ Premium Audio System by HARMAN with 9 speakers, subwoofer, 675 watts and HD Radio™ Technology

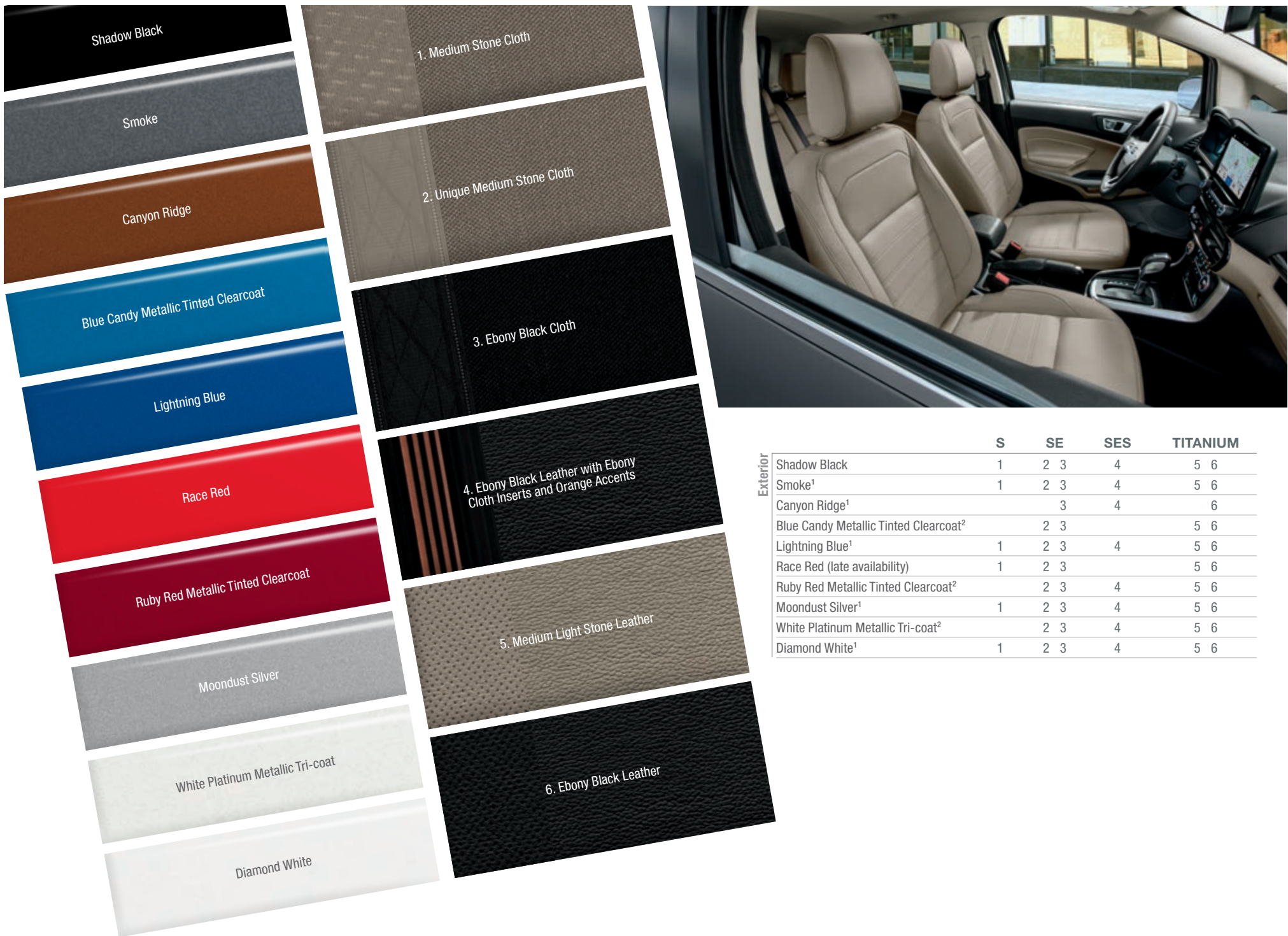
S	SE	SES	TITANIUM
S	S	S	S SiriusXM® Radio with 6-month trial subscription³
	P	S	S Voice-activated Navigation System with pinch-to-zoom capability, and integrated SiriusXM Traffic and Travel Link® with 5-year subscription³
	P	S	S 110V/150W AC power outlet
	P	S	S Ambient lighting
		S	S Auto-dimming rearview mirror
S			S Climate – Manual air conditioning
S	S	S	S Climate – Electronic automatic temperature control
S			S Flooring – Front carpeted floor mats
S	S	S	S Flooring – Front and rear carpeted floor mats
S			S Instrument panel appliqué – Ano Gray
		S	S Instrument panel appliqué – Copper-painted
		S	S Instrument panel appliqué – High-gloss Black-painted
S	S	S	S Intelligent Access with push-button start
S	S	S	S Leather-wrapped steering wheel and shift knob
S	S	S	S Power moonroof with sunshade
O	O	O	O Remote Start System
			<b>Exterior</b>
S	S	S	S Beltline moldings – Black
		S	S Beltline moldings – Chrome
S			S Configurable daytime running lamps – Halogen
S	S	S	S Configurable daytime running lamps – LED (activates LED signature lighting)
S			S Door handles – Black molded-in-color
	S	S	S Door handles – Body-color
	S	S	S Fog lamps with body-color bezels
		S	S Fog lamps with black bezels
O	O	O	O Front and rear molded splash guards
S			S Grille – Black bars and surround
		S	S Grille – Silver Lining-painted bars and surround
		S	S Grille – Magnetic-painted bars and surround
		S	S Grille – Chrome bars and surround
S			S Headlamps – Halogen quad-beam reflector
		S	S Headlamps – Black bezels
S	S	S	S Headlamps – Halogen quad-beam projector

S	SE	SES	TITANIUM
O	O	O	O Keyless-entry keypad
		S	S Metallic-colored front and rear bumper accents
S			S Mirrors – Black, power sideview
S	S	S	S Mirrors – Body-color, power sideview with turn signal indicators
	P	P	S Mirrors – Heated sideview
S	S		S Mirrors – Integrated blind spot mirror in sideview
		S	S Perimeter alarm
S	S	S	S Privacy glass (rear doors, rear quarter windows and swing-gate window)
S	S		S Roof rack – Black side rails
		S	S Roof rack – Silver-painted side rails
		S	S Roof rack – Black crossbars
O			S Spare tire carrier (includes spare wheel and tire with locking lug nuts and jack; replaces tire inflator and sealant kit)
		S	S Unique taillamps with blackout treatment
			<b>Packages</b>
O	O	O	O <b>Cargo Management Package:</b> cargo net and cargo organizer
O	O	O	O <b>Cold Weather Package:</b> front and rear floor liners, heated steering wheel, and windshield wiper de-icer (includes heated sideview mirrors on SE and SES)
O	O	O	O <b>Interior Protection Package:</b> cargo mat, and front and rear floor liners (not available with Cold Weather Package)
O			O <b>SE Convenience Package:</b> 110V/150W AC power outlet; ambient lighting; BLIS (Blind Spot Information System) with cross-traffic alert; 7 speakers; SYNC 3 with 8" color LCD capacitive touchscreen in center stack with swiping capability; SYNC Connect;¹ and voice-activated Navigation System



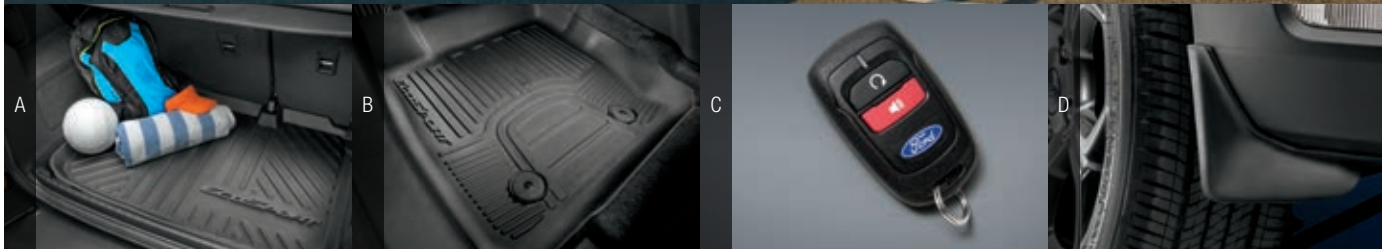
**Top to bottom:** Power moonroof⁴ with sunshade ▪ Intelligent Access with push-button start⁴ ▪ Halogen quad-beam projector headlamps⁴ with LED configurable daytime running lamps⁴ ▪ Swing-gate hatch release, hidden in rear taillamp ▪ Dual smart-charging USB ports

¹SYNC Connect includes complimentary 5-year subscription for remote features, excluding Wi-Fi hotspot, and starts with vehicle sale date. 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](http://www.att.com/ford). ²FordPass 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](http://fordpass.com). Message and data rates may apply. ³After 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](http://www.siriusxm.com). All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁴Available feature.



	S	SE	SES	TITANIUM
Shadow Black	1	2 3	4	5 6
Smoke <sup>1</sup>	1	2 3	4	5 6
Canyon Ridge <sup>1</sup>		3	4	6
Blue Candy Metallic Tinted Clearcoat <sup>2</sup>		2 3		5 6
Lightning Blue <sup>1</sup>	1	2 3	4	5 6
Race Red (late availability)	1	2 3		5 6
Ruby Red Metallic Tinted Clearcoat <sup>2</sup>		2 3	4	5 6
Moondust Silver <sup>1</sup>	1	2 3	4	5 6
White Platinum Metallic Tri-coat <sup>2</sup>		2 3	4	5 6
Diamond White <sup>1</sup>	1	2 3	4	5 6





## FORD ACCESSORIES

Titanium in Ruby Red Metallic Tinted Clearcoat accessorized with front and rear molded splash guards, keyless entry keypad, roof crossbars,<sup>1</sup> roof-mounted bike carrier by THULE<sup>®1,2</sup> and wheel lock kit

[accessories.ford.com](http://accessories.ford.com)

### Exterior

- Racks and carriers<sup>1,2</sup>
- Roof crossbars<sup>1</sup>
- Splash guards (D)
- Wheel lock kit

### Interior

- Ash cup/coin holders
- Cargo area protector (A)
- Cargo organizers and protectors
- Carpeted floor mats
- First aid and roadside assistance kits<sup>2</sup>
- Floor liners (B)
- Interior light kit
- Protective seat covers<sup>2</sup>
- Tablet cradle<sup>2</sup>

### Electronics

- Bullfrog<sup>®</sup> portable Bluetooth<sup>®</sup> speakers<sup>2</sup>
- Keyless entry keypad
- Rear seat entertainment<sup>2</sup>
- Remote start systems (C)
- Vehicle Security System

**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](http://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.

**Insurance Services.** Get Ford Motor Company quality in your auto insurance. Our program offers industry-leading benefits and competitive rates. Call 1-877-367-3847, or visit us at [fordvip.com](http://fordvip.com) for a no-obligation quote. Insurance offered by American Road Services Company (in CA, American Road Insurance Agency), a licensed agency and subsidiary of Ford Motor Company.

**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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Comparisons based on competitive models excluding other Ford vehicles (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.

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