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Ford Expands Upscale Ford Vignale Line with Four New Models, Exclusive Concierge and Travel Services

- Ford debuts an expanded Ford Vignale product and customer experience including four new models and exclusive services at the Geneva Motor Show
- Ford S-MAX Vignale, Ford Edge Vignale and Ford Mondeo Vignale five-door models debut alongside Ford Kuga Vignale Concept, offering a vision of the future of upscale SUVs
- New tailored personalisation options to offer Ford Vignale customers more opportunities to personalise their vehicles' exterior design
- Ford Vignale customers to benefit from exclusive travel, lifestyle and event offers throughout Europe, from the Chelsea Flower Show to the F1 Monaco Grand Prix
- Brand ambassadors to include trendsetters from fashion and design. Vignale Collection for 2016 includes iPad sleeve and office bag inspired by Ford Vignale craftsmanship and materials

GENEVA, March. 1, 2016 – Ford today at the Geneva Motor Show revealed new Ford Vignale vehicles and exclusive customer services that will enhance the upscale product and ownership experience.

Ford unveiled the new Ford Edge Vignale – the company's first entry into the upscale SUV market in Europe – and the new Ford S-MAX Vignale. Ford will announce prices for the Ford Edge Vignale later this year. The Ford S-MAX Vignale is available to order now.

In addition, revealed for the first time was the Ford Mondeo Vignale five-door model that will go on sale in 2017, and a concept version of a forthcoming Ford Kuga Vignale.

Ford also debuted new design options that from next year will enable customers to further personalise the exterior styling of the Ford Mondeo Vignale and Ford S-MAX Vignale.

The expanded Ford Vignale model range will be available to order at FordStores across Europe, and at customers' Ford retailer of choice. FordStores incorporate dedicated Vignale Lounges that deliver a personalised purchase experience supported by a Vignale Relationship Manager. Ford already has established 300 FordStores and expects to complete its roll-out of 500 early next year.

Ford also is introducing a new travel, event and lifestyle service that will offer Ford Vignale customers valuable offers and access to travel and lifestyle activities, including hospitality experiences at the Chelsea Flower Show in London and the F1 Monaco Grand Prix, and access to VIP premieres at the Cannes Film Festival.

“Our customers have high aspirations, and they want more from Ford. On some vehicles, our top-of-the-line Titanium specifications make up 70 per cent of all sales,” said Jim Farley, Chairman and CEO of Ford of Europe. “With Ford Vignale, we can offer them the absolute best of Ford in terms of luxury and personal service. That’s why we are expanding from Ford Mondeo Vignale to our flagship products Edge and S-MAX, with Kuga to come soon after.”

The first Ford Vignale brand ambassadors – trailblazers from the worlds of fashion, design arts and technology who will feature in the Ford Vignale online media, print media and digital film launch campaigns – are revealed as:

- Joe Casely-Hayford OBE and Charlie Casely-Hayford – the British father and son team behind the Casely-Hayford fashion label, and designers to the stars
- Kai Petermann – a German designer, digital influencer and founder of online blog stilsucht.de

Ford Vignale model range grows stronger

Ford is showing the Ford S-MAX Vignale at Geneva in the exclusive pearlescent-metallic Vignale Milano Grigio exterior colour and in Vignale White Platinum.

The Ford Edge Vignale is shown in a rich metallic brown Vignale Ametista Scura colour, and also in Vignale White Platinum. Both vehicles deliver the signature Ford Vignale hexagonal upper grille design with dark matte finish and polished aluminium surround.

Carefully executed exterior detailing enhances exclusivity, and includes the Ford Edge Vignale’s bespoke chrome-finish foglamps; the aluminium, Vignale-embossed wrap-around applique of the Ford S-MAX Vignale’s rear liftgate; and 19-inch polished aluminium wheels for both models.

The premium character of the Ford S-MAX Vignale and Ford Edge Vignale interiors is heightened with hexagonal-quilted Windsor leather featuring prominent tuxedo-style stitching for the seats and door interiors, offered in light Cashmere or dark Ebony colours. Ebony leather extends to the central armrest and storage console, and to the instrument panel, which features a woven aluminium applique on the passenger side.

The new Ford Vignale Mondeo model in five-door bodystyle is presented for the first time, following the Ford Mondeo Vignale four-door and wagon models that launched last year. Ford Mondeo Vignale and Ford S-MAX Vignale customers will be offered further customer tailored personalisation options including dark alloy wheels and foglamp surrounds, and exteriors without additional chrome detailing, which are on show for the first time in Geneva.

“Ford Vignale design exudes sophistication and premium sportiness,” said Joel Piaskowski, director, Design, Ford of Europe. “For customers, Ford Vignale is a more individualistic way to enjoy luxury and express your style.”

The Ford S-MAX Vignale, Ford Edge Vignale and Ford Mondeo Vignale will feature as standard the [SYNC 3 communication and entertainment system](#) that delivers faster performance and features a redesigned 8-inch touch screen that enables pinch and swipe gestures for the first time.

Simply by pushing a button and saying “I need a coffee,” “I need petrol,” and “I need to park,” drivers can find nearby cafés, petrol stations or car parks, as well as locate train stations, airports, and hotels. The system then guides the driver to the selected destination via the navigation.

Further sophisticated technology includes [Ford Active Noise Control](#),* which uses three microphones strategically placed throughout the cabin to monitor engine noise in the interior, and directs opposing sound waves through the audio system to cancel out engine noise and improve cabin ambience. Powerful, fuel efficient engine options include Ford’s 210 PS bi-turbo 2.0-litre TDCi diesel.

Ford Kuga Vignale Concept: the future of SUVs

The Ford Kuga Vignale Concept offers an insight into the future of Ford upscale SUVs in Europe, using as a starting point the [Ford Kuga mid-size SUV](#) that is making its European motor show debut in Geneva.

The Ford Kuga Vignale Concept is presented in Vignale Palazzo Pearl – a unique mother of pearl-inspired exterior colour – and finished with tarnished dark paint effect for the front and rear skid plates, foglamp surrounds and door appliques, and with gloss black lower grille and foglamp inserts.

The Ford Kuga Vignale Concept interior features a unique leather treatment for the seats, doors and instrument panel featuring bespoke tuxedo stitching, with leather extending to the boot floor and tailgate interior.

Window pillar interiors and headliner are enriched with Alcantara material that offers a suede-effect; the glovebox and armrest storage console are flock-lined; and the centre console offers a premium Opale dark grey pearl-effect finish.

Almost 4-in-5 of the record 102,000 Kugas sold in 2015 were high-specification Titanium models, indicating high demand for luxury variants in the SUV segment that is predicted by industry sales analyst IHS to increase to account for 27 per cent of all vehicle sales in Europe by 2020, from 20 per cent in 2014.

“Our Ford Kuga Vignale Concept speaks directly to the growing trend for luxury SUVs and represents the very best of Ford with premium design, materials and craftsmanship,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “We see great potential to extend the top end of our Ford product range and offer a special experience that meets the growing expectations of our customers.”

Travel in style

Ford Vignale customers value experiences and consider time the ultimate luxury. Ford will offer a dedicated service to help customers across Europe efficiently arrange exclusive travel and lifestyle experiences.

Delivered in partnership with Total Management – a global event, lifestyle and travel agency – the service will offer a carefully selected collection of experiences to Ford Vignale customers. These will include breaks at luxury venues including the Relais & Châteaux Mas de Torrent in Girona, Spain, and Grayshott Spa and Hotel in the U.K.

Exclusive offers for theatre, music and sporting events including French Open tennis also will be offered. Ford will keep customers informed about the latest exclusive travel and lifestyle opportunities via a monthly email update, launching across Europe this month.

Additional customer benefits offered by Ford Vignale include the Vignale Service smartphone app for Apple and Android™ operating systems. The app delivers a direct link to online lifestyle content from the Vignale Magazine, in addition to offering driving tips and information; a dealership locator; and GPS-enabled services including Ford Vignale Park Me, fuel stations locator, and a one-touch connection with emergency services or Ford Vignale One Call.

Ford Vignale Ambassadors revealed

The new Ford Vignale Ambassadors and stars of the Ford Vignale launch campaign are leaders in their fields and reflect Ford's passion for contemporary design and high-quality craftsmanship.

Joe and Charlie Casely-Hayford are father and son fashion designers at the forefront of menswear with the Casely-Hayford's brand. The Casely-Hayford's are the first actively co-working father-and-son team to make a breakthrough in high fashion and between them have styled for the musicians including Lou Reed, Nas, Sam Smith, The Clash, The xx and U2. Joe Casely-Hayford was in 2007 appointed an Officer of the Order of the British Empire, for services to the fashion industry.

Kai Petermann is a Berlin-based founder and creative director of "stilsucht.de", a leading German interior design online destination. One of Germany's biggest digital influencers, Petermann's blog focuses on design discoveries, lifestyle ideas and technologies. Ford will announce further Ford Vignale Ambassadors joining the programme later this the year.

"We chose to work with Ford Vignale because we felt there was a strong brand synergy," Joe Casely-Hayford said. "We liked the idea of combining craftsmanship with innovation, and technology with tradition. We love the attention to detail."

Signature Vignale Collection

The 2016 Vignale Collection brings together a portfolio of designs created by Ford Vignale designers and inspired by the distinctive craftsmanship and upscale materials found in Ford Vignale models. Available to experience and order at Vignale Lounges and via a [dedicated online store](#), the Vignale Collection includes a handmade leather iPad sleeve and office bag that reflect the distinctive Ford Vignale grille and quilted pattern of the handcrafted seats.

Also presented is a power bank trimmed in high quality leather; a Vignale leather writing set with an exclusively designed LAMY Vignale fountain pen and ball pen; a leather sleeve for travel documents; and a wallet and leather sunglasses holder. In addition, the Vignale Collection for the first time offers a new range of soft leather-trimmed notebooks.

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*Selected powertrains only

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About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Mich. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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