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,¹ and a swing-gate rear hatch that opens wide for cargo, it's nimble and ready for just about anything. Plus, voice-activated SYNC[®] 3¹ with Apple CarPlay[™] and Android Auto[™] compatibility, and SYNC Connect¹ 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 MOONROOF¹

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^{®1} 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, leather-wrapped steering wheel and windshield wiper de-icer.¹







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 4WD¹ 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,¹ or the enhanced grip of Intelligent 4WD,¹ 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^{1,2} 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' 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 System¹ 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.













C APPLE CARPLAY™ COMPATIBILITY⁵

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^{®6}

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

ANDROID AUTO™ COMPATIBILITY⁵

300 80

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

FORDPASS™ SMARTPHONE APP³

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

SYNC CONNECT^{2,4}

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

VOICE-ACTIVATED NAVIGATION² Turn-by-turn directions Vivid 3-D maps Pinch-to-zoom touchscreen capability



O

SIRIUSXM® TRAFFIC & TRAVEL LINK®2,7

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^{1,2} 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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¹Don'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. ²Available feature. ³Available download and compatible with select smartphone platforms. Learn more at fordpass.com. Message and data rates may apply. ⁴Certain 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. ⁵Requires 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. ⁶Commands may vary by phone and AppLink software. ⁷Certain 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 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 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" touchscreen¹ with Navigation, a 110V power outlet¹ 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

TITANIUM





17" Premium Dark Stainless-Painted Aluminum Standard: Titanium





STANDARD FEATURES

Mechanical	Exterior
Active Grille Shutters	Acoustic-laminate windshield
Battery saver	Easy Fuel [®] capless fuel filler
Electric power-assisted steering	Front and rear tow hooks
Power disc brakes with Anti-Lock Brake System (ABS)	Rear-window defroster
Tire inflator and sealant kit	Swing-gate rear door
Driver-Assist Technology	Variable-intermittent windshield wipers with washer; intermittent rear wiper with washer
Autolamp automatic on/off headlamps	Safety & Security
Hill start assist	Personal Safety System [™] for driver and front passenger includes dual-stage
Seating	front airbags ¹ safety belt pretensioners, safety belt energy-management
Front bucket seats with seat back map pockets	retractors, safety belt usage sensors, driver's seat position sensor, crash
60/40 flip-up and split-fold rear bench seat	severity sensor, restraint control module and Front-Passenger Sensing System
Interior	Driver and front-passenger knee airbags ¹
12V powerpoints (2)	Front-seat side airbags ¹
Cargo area cover	Rear-seat side airbags ¹
5	Safety Canopy [®] System with side-curtain airbags ¹ and rollover sensor
Cargo Management System (includes adjustable shelf)	3-point safety belts for all seating positions
Cargo tie-down hooks (4)	Adjustable head restraints for all seating positions
Climate-controlled glove box bin	AdvanceTrac [®] with RSC [®] (Roll Stability Control™)
Compass display	Belt-Minder [®] front safety belt reminder
Driver and front-passenger sun visors with illuminated vanity mirrors	Child-safety rear door locks
Folding front-passenger grab handle	Front height-adjustable shoulder safety belts
Front and rear dome/map and rear cargo area lights	Individual Tire Pressure Monitoring System (excludes spare, if equipped)
Front-row center console with 2 cupholders and armrest	LATCH – Lower Anchors and Tether Anchors for Children
Illuminated Entry System with theater-dimming feature	(rear outboard seating positions)
Manual-tilt/-telescoping steering column	MyKey® technology to help parents encourage responsible driving
Message center with trip computer	Rear view camera
Outside temperature display	SecuriLock [®] Passive Anti-Theft System
Overhead console with sunglasses holder	SOS Post-Crash Alert System™
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	

POWERTRAINS/EPA-ESTIMATED RATINGS²

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



SE	SES	TITANIUM		s	SE	SES	TITANIUM		s	SE	TITANIUM		5
			Mechanical		S	S S	s s	SiriusXM [®] Radio with 6-month trial subscription ³	0	0 0	0	Keyless-entry keypad	SSY
s s		S	Front-wheel drive (FWD)		Р	SS		/oice-activated Navigation System with pinch-to-			S	Metallic-colored front and rear bumper accents	
			(1.0L EcoBoost [®] engine only)					zoom capability, and integrated SiriusXM Traffic	S			Mirrors – Black, power sideview	- A
0 0	-	0	Intelligent 4WD (2.0L Ti-VCT engine only)		D			and Travel Link [®] with 5-year subscription ³ 110V/150W AC power outlet		S S	S	Mirrors – Body-color, power sideview	
	S		Sport-tuned suspension					Ambient lighting				with turn signal indicators	
	S		Steering wheel-mounted transmission paddle shifters		P			5 5			S	Mirrors – Heated sideview	
			Driver-Assist Technology			5 3		Auto-dimming rearview mirror	S	S		Mirrors – Integrated blind spot mirror in sideview	ENGINE
Р	s	s	BLIS [®] (Blind Spot Information System)	S				Climate – Manual air conditioning				Perimeter alarm	START
			with cross-traffic alert		S	5 5		Climate – Electronic automatic temperature control		S S	S	Privacy glass (rear doors, rear quarter windows	Stall Silv.
	S	S	Rain-sensing windshield wipers	S				Flooring – Front carpeted floor mats		S S		and swing-gate window)	
S	S	S	Reverse Sensing System		-			Flooring – Front and rear carpeted floor mats		5 5		Roof rack – Black side rails	
S			SYNC [®] Voice Recognition Communications and		S			nstrument panel appliqués – Ano Gray			S		
			Entertainment System with 4.2" color LCD screen			S		nstrument panel appliqués – Copper-painted		S		Roof rack – Black crossbars	
			in center stack, 911 Assist, [®] AppLink, [®] and 2 smart-charging USB ports		-			nstrument panel appliqués – High-gloss Black-painted	0			Spare tire carrier (includes spare wheel and tire with locking lug nuts and jack; replaces tire inflator	
S			SYNC 3 with 6.5" color LCD capacitive touchscreen		-			ntelligent Access with push-button start				and sealant kit)	
3			in center stack, 911 Assist, AppLink, Apple CarPlay™					eather-wrapped steering wheel and shift knob		S		Unique taillamps with blackout treatment	
			compatibility, Android Auto™ compatibility, and					Power moonroof with sunshade					
			2 smart-charging USB ports	0	0	0 0	0 F	Remote Start System				Packages	
Ρ	S	S	SYNC 3 with 8" color LCD capacitive touchscreen					Exterior	0	0 0	0	Cargo Management Package: cargo net and cargo organizer	
			in center stack, 911 Assist, AppLink, Apple CarPlay compatibility, Android Auto compatibility, and	S	S	S	E	Beltline moldings – Black		0 0	0	Cold Weather Package : front and rear floor liners,	
			2 smart-charging USB ports			S	S E	Beltline moldings – Chrome				heated steering wheel, and windshield wiper de-icer	
Р	S	S	SYNC Connect ¹ embedded 4G LTE modem powered	S			(Configurable daytime running lamps – Halogen				(includes heated sideview mirrors on SE and SES)	
			by FordPass [™] App ² (includes Wi-Fi hotspot capability)		S	SS		Configurable daytime running lamps – LED		0 0	0	Interior Protection Package: cargo mat, and	
			Seating				(activates LED signature lighting)				front and rear floor liners (not available with Cold	
s			4-way manual driver and front-passenger seats	S				Door handles – Black molded-in-color		0		Weather Package)	
	c	c	6-way power driver's seat and 4-way manual		-			Door handles – Body-color		0		SE Convenience Package: 110V/150W AC power outlet; ambient lighting; BLIS (Blind Spot Information	a for
3	3	3	front-passenger seat		S	S		Fog lamps with body-color bezels				System) with cross-traffic alert; 7 speakers; SYNC 3	14
S	S	S	Heated front seats			S	F	Fog lamps with black bezels				with 8" color LCD capacitive touchscreen in center	
				0	0	0 0	0 F	Front and rear molded splash guards				stack with swiping capability; SYNC Connect; ¹ and	
s s			Interior	S			(Grille – Black bars and surround				voice-activated Navigation System	
			AM/FM stereo with MP3 capability and 6 speakers		S		(Grille – Silver Lining-painted bars and surround					
	S		AM/FM stereo with MP3 capability and 7 speakers			S	(Grille – Magnetic-painted bars and surround					Top to bottom: Power m
		S	B&O PLAY™ Premium Audio System by HARMAN			S	S (Grille – Chrome bars and surround					with sunshade Intelliger
			with 9 speakers, subwoofer, 675 watts and HD Radio™ Technology	S			ł	Headlamps – Halogen quad-beam reflector					push-button start ⁴ = Halo
						S	ł	Headlamps – Black bezels					projector headlamps ⁴ with I daytime running lamps ⁴ =
					c	SS	SI	Headlamps – Halogen guad-beam projector					hatch release, hidden in rea

hatch release, hidden in rear taillampDual smart-charging USB ports

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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. 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. 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. All fees and programming subject to change. Trial subscriptions not available in AK and HI. ⁴Available feature.



Go Further





	S	SE	SES	TITANIUM
Shadow Black	1	2 3	4	5 6
Shadow Black Smoke ¹	1	2 3	4	5 6
Canyon Ridge ¹		3	4	6
Blue Candy Metallic Tinted Clearcoat ²		2 3		56
Lightning Blue ¹	1	2 3	4	5 6
Race Red (late availability)	1	2 3		5 6
Ruby Red Metallic Tinted Clearcoat ²		2 3	4	5 6
Moondust Silver ¹	1	2 3	4	5 6
White Platinum Metallic Tri-coat ²		2 3	4	56
Diamond White ¹	1	2 3	4	5 6

2018 EcoSport | ford.com Colors are representative only. See your dealer for actual paint/trim options. ³Metallic. ²Additional charge.





FORD ACCESSORIES

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

accessories.ford.com

Racks and carriers^{1,2} Roof crossbars¹ Splash guards (D)

Exterior

Ash cup/coin holders

Interior

Tablet cradle²

Cargo area protector (A) Cargo organizers and protectors Carpeted floor mats First aid and roadside assistance kits² Floor liners (B) Interior light kit Protective seat covers²

Electronics

Bullfrog[®] portable Bluetooth[®] speakers² Keyless entry keypad Rear seat entertainment² 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.

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 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 equipment at any time without incurring obligations. Your Ford Dealer is the best source of the most up-to-date information on Ford vehicles.