

## New All-Electric Puma Gen-E Pricelist IRL

Model Year 2025.50

Effective from 3rd December 2024



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## SERIES RANGE



### Select

17" Alloy Wheel
LED Projector Headlamps with LED Day Time Running Light (DTRL) and Auto High Beam
LED Rear Lamps
Power adjustable door mirrors with manual folding function
Rear privacy glass
Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler
Multi-Coloured Ambient Lighting
Full digital 12.8" instrument cluster and Column Stalk Shifter
12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, 6 speaker audio system, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance
Wireless Charging Pad
Power Start Button
Manual tailgate
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
Select Fabric Trim in Black and Grey with Grey Stitching
Manual 4-way drivers seat (incl. Height) with lumbar adjustment
Manual 4-way passenger seat with lumbar support
Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror
Quickclear Heated Windscreen
Gigabox and Frunk Loadspace
Rear View Camera and Rear Parking Sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking
Cruise Control with Intelligent Speed Limiter
Lane Keeping Aid and Lane Departure Warning
Blue Oval Charge Network – Lifetime access

Gross Retail Price:

€ 38,990.00



### Premium

<b>18" Alloy Wheels</b>
<b>Glare-free Matrix LED Headlamps with Auto High Beam</b>
LED Rear Lamps
<b>Power-foldable heated door mirrors with puddle lamps and Puma logo projection</b>
Rear privacy glass
Unique Aerodynamically styled Front Bumper, Rear Bumper and Spoiler
<b>Front Door Scuff Pites With Logo</b>
Multi-Coloured Ambient Lighting
Full digital 12.8" instrument cluster and Column Stalk Shifter
<b>12" landscape touchscreen display with wireless Apple CarPlay and Android Auto, Premium B&amp;O audio system with 10 speakers, Ford SYNC with connected navigation, FordPass Connect and Emergency Assistance</b>
Wireless charging pad
<b>Keyless Entry and Power Start Button</b>
<b>Power Lift Tailgate</b>
Selectable Drive Modes - Normal, Eco, Sport, Slippery & Trail
Electronic Automatic Temperature Control (EATC)
<b>Premium Sensico with Synthetic Suede Inserts and grey stitching</b>
Manual 4-way drivers seat (incl. Height) with lumbar adjustment
Manual 4-way passenger seat with lumbar support
Automatic Windscreen Wipers with Rain Sensing Autodimming Interior Rear Mirror
Quickclear Heated Windscreen
Gigabox and Frunk Loadspace
Rear View Camera and Rear Parking Sensors
Pre-Collision Assist with Autonomous Emergency Braking, Pedestrian/Cyclist Detection, Driver Impairment Monitor and Post-Collision Braking
Cruise Control with Intelligent Speed Limiter
Lane Keeping Aid and Lane Departure Warning
Blue Oval Charge Network – Lifetime access

Gross Retail Price:

€ 41,990.00

\*\*FordPass Connect features and Live Traffic are complimentary for a limited period following registration of the vehicle, thereafter a subscription is payable. See [www.ford.co.uk/owners/owner-services/fordpass](https://www.ford.co.uk/owners/owner-services/fordpass) for more details.

Wi-Fi hotspot includes complimentary wireless data that for a limited time only that begins at time of activation.

Afterwards a subscription to Vodafone is required. (please refer to their website for details of data package).

Images shown for illustrative purposes only. Body colours shown may be optional (at additional cost). See colour options page for more information.

# MODEL PRICES

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Series	Gross retail price (GRP) €	*GRP with SEAI EV Grant & VRT Relief (excl. Delivery Charge & Optional Equipment)* *
Select	€ 38,990.00	€ 32,916.00
Premium	€ 41,990.00	€ 35,717.95

Note: Vehicles are homologated in accordance with the new type approval procedure WLTP (Regulation (EU) 2017/1151; Regulation (EC)

\*SEAI Grant and VRT relief are state subsidies and are subject to approval



# OPTIONS







	VRT Band	Select	Premium	From Gross Retail Price (GRP) €
<b>Option Packs</b>				
<b>Winter Pack</b> - Electric Windshield Defroster - Heated Driver and Passenger Seat - Heated Steering Wheel	7.00%	O	O	€ 450.00
<b>Advanced Driver Assistance Pack</b> - Ext. Mirrors - Dual Power heated with turn repeaters, Puddle Lamps, foldable, with logo lamp - Collision Mitigation System using Camera and Radar - Intelligent Speed Assistant, Adaptive Speed Control with Stop & Go - Lane Change Warning and Aid with Lane Centering Assist - Advanced Speed Sign Recognition - 360 Degree Camera - Blind Spot Information System - Front Parking Aid - Reverse Brake Assist	7.00%	O	O	€ 1,350
<b>Comfort Pack</b> - Power Liftgate - Ext. Mirrors - Dual Power heated w turn repeaters, Puddle Lamps, foldable, with logo lamp - Keyless Entry/Start	7.00%	O	S	€ 750
<b>Openable Panorama Roof</b>	7.00%	O	O	€ 1,200
<b>Dog Guard Bezels - 1st &amp; 2nd Row</b> Required to allow fitment of the Ford dog guard	7.00%	O	O	€ 60
<b>Black Painted Roof</b> (Not available on Agate Black and Frozen White)	7.00%	O	O	€ 500
<b>Detachable Towbar</b> (tongue load 75kg to carry 2 e-bikes)	7.00%	O	O	€ 750.00
<b>Wheels</b>				
<b>19" Alloy Wheel, 225/40 R19</b>	7.00%	-	O	€ 750.00




**Key**  
 S = Standard, O = Option, at extra cost, □ = Part of pack, at extra cost, - = Not Available



# COLOUR & TRIM

	Colour Description	VRT Band	Select	Premium		From Gross Retail Price (GRP) €
Standard	FROZEN WHITE	7.00%	S	S		€ 0.00
Premium	ELECTRIC YELLOW	7.00%	O	O		€ 921.86
Premium	AGATE BLACK	7.00%	O	O		€ 921.86
Premium	SOLAR SILVER	7.00%	O	O		€ 921.86
Exclusive	FANTASTIC RED	7.00%	O	O		€ 921.86
Exclusive	DIGITAL AQUA BLUE	7.00%	O	O		€ 921.86

	Trim Description	Select	Premium	
Interior Trim	All Fabric Black/Grey Seat with Gray Stitching	S	-	
	Sensico/Neo Suede Ebony Seat with Gray Stitching	-	S	

**Key**

S = Standard, O = Option, at extra cost, - = Not Available

\*Colours and trims reproduced in this price list may vary from the actual colours due to the limitations of the printing processes used

## FUEL CONSUMPTION

The fuel consumption and CO2 emission figures shown in the table are derived from the Worldwide Harmonised Light Vehicle Test Procedure (WLTP). These figures may not reflect real life driving results, which will depend upon a number of factors including the accessories fitted, variations in weather, driving styles and vehicle load. The figures shown are for comparability purposes; only compare fuel consumption and CO2 figures with other vehicles tested to the same technical procedures.

You can also use Ford's online configurator to build and customise a new Ford vehicle: [www.ford.ie/configurator](http://www.ford.ie/configurator). The configurator provides information about your configured vehicle's fuel consumption and CO2 emissions (these are also WLTP test figures). The figures shown are for comparability purposes; only compare fuel consumption and CO2 figures with other vehicles tested to the same technical procedures.

Battery (Installed)	0000 Battery (Useable)	Fuel Type	Available On	Euro Emissions	Transmission	Drive	00000 Maximum Power PS (KW)	00000 Torque Nm	†WLTP Overall Range In KM (Combined)	†WLTP Range Extra High In KM (Motorway)	00 Combined Energy Consumption kWh/100km	High Power Charging (KW)	†† 10-80% Charge (mins)
53kWh Standard Range	43kWh Standard Range	Pure Electric	Select	Zero Evaporated Emissions	1 Speed Automatic	FWD	168PS (123kW)	290	375	276	13.1	100	24
53kWh Standard Range	43kWh Standard Range	Pure Electric	Premium	Zero Evaporated Emissions	1 Speed Automatic	FWD	168PS (123kW)	290	363	268	13.7	100	24

### Notes

00 Ford test figures.

00 The fuel consumption you achieve in real life conditions and CO2 produced will depend upon a number of factors including options and accessories fitted, variations in weather, driving styles and vehicles load. The declared Fuel/Energy Consumption CO2 Emissions and Electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedure enables comparison between different vehicle types and different manufacturers. In addition to the fuel efficiency of a car, driving behavior as well as other non-technical factors play a role in determining a car's fuel/energy consumption, CO2 emissions and electric range, CO2 is the main greenhouse gas responsible for global warming. A guide on fuel economy and CO2 emissions which contains data for all new passenger car models is available at any point of sale free of charge or can be downloaded under [www.seal.ie](http://www.seal.ie).

\*Actual peak power of system (battery and motor)

† Based on full charge. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparability purposes and should only be compared with other vehicles tested to the same technical procedures. Actual charge times and charging speeds will vary according to the type of home or public charging station used, as well as other factors (including weather, ambient temperature, driving behaviour, driving profile, vehicle condition, age, condition and temperature of the lithium-ion battery). WLTP Overall Range reflects a combined driving cycle and WLTP Extra High reflects motorway driving – both tests are conducted in controlled conditions with an ambient temperature of 23 degrees Celsius and no climate or electrical load.

000 - The battery capacity figure specified is the usable capacity determined by Ford and used to deliver the stated performance and battery durability.

†† Achieved using high power charging. Time dependent on charging conditions, battery temperature and size as well as ambient temperature at point of use.

††† Ford test data based on testing methodology using 1-ft rollout i.e. from a rolling start. Figures shown in brackets are based on Ford test data based on testing methodology from a stationary start.



## PERFORMANCE

Battery (Useable)	Series	Drive	Transmission	∅∅∅∅ Maximum Power PS (KW)	∅∅∅∅ Torque Nm	†† 0-100 km/h (secs)	Max Speed (km/h)
<b>5 Door Pure Electric</b>							
43KWH	Select	FWD	1 Speed Automatic	168PS (123.5kW)	290	8.0	160
43KWH	Premium	FWD	1 Speed Automatic	168PS (123.5kW)	290	8.0	160

∅∅∅∅ - Calculated via peak performance of the electric motor(s) at peak battery power. Your results may vary.

††† Figures shown are based on Ford test data based on testing methodology from a stationary start.



## ACCESSORIES

Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)	Dealer Supplied Accessories	Part (FINIS) Number	Recommended Retail Price (Incl. VAT)
<b>Transportation</b>					
Detachable Tow Bar	2457405	€758.48	E-Kit for Detachable Tow Bar	2725951	€89.61
E-Kit for Tow Bar (Pre-Pack)	2788873	€103.21	Tow Bar Cable, for installation	2425234	€103.21
Tow Bar Module	2596976	€140.19	Roof Base Carrier - not with panorama roof	2527164	€329.70
Dog Guard, behind rear seats	2437781	€356.35	Atera* Roof Bike Carrier Giro AF+	2756522	€155.90
G3* Roof Box Elegance Europe 330, matt black <sup>1</sup>	2191625	€302.74	Atera* Rear Bike Carrier Strada Sport 2, for 2 bikes	2756538	€574.40
Atera* Roof Box Casar M, Lava Structured <sup>1</sup>	2756524	€553.45	Thule®* Roof Bike Carrier, FreeRide 532	1746077	€106.71
Atera* Roof Box Casar L, Brilliant Black <sup>1</sup>	2756556	€808.04	Thule®* Roof Bike Carrier, Expert 298	2143360	€194.94
Mottez®* Rear Ski Carrier	2483279	€363.07	Coat Hanger, matte black	2448529	€64.37
Napier* Tailgate Tent	5147380	€665.87	Foldable Transport Box, black fabric	2470827	€31.23
Cargo Organizer, soft sided	2181468	€165.72	Cooler Bag, soft sided	2181470	€53.42
<b>Protection</b>					
Rubber Floor Mats, front	TBC	TBC	Rubber Floor Mats, rear	TBC	TBC
Velour Floor Mats, front , grey stitching	TBC	TBC	Velour Floor Mats, rear, grey stitching	TBC	TBC
Boot Liner	2438719	€73.49	Load Compartment Mat, reversible	2395437	€120.90
Mud Flaps, front - ST-Line, ST-Line X	2458844	€58.35	Mud Flaps, rear - ST-Line, ST-Line X	2458866	€58.35
GigaBox Boot Liner	2728698	TBC			
<b>Comfort &amp; Convenience</b>					
ClimAir® Wind Deflectors, rear, black	TBC	TBC	ClimAir® Wind Deflectors, front, black	TBC	TBC
ClimAir® Wind Deflectors, rear, transparent	TBC	TBC	ClimAir® Wind Deflectors, front, transparent	TBC	TBC
Air Purifier	2485741	€57.90	Nextbase* Dashboard Camera 380GWX, front and rear	2534404	€460.20
<b>Charging</b>					
Public Charging Cable, 32A, 3-phase, 5 metres	2727935	€232.46	Charging Port Winter Cover	TBC	TBC
Lapp* Mobility Dock Charging Adaptor	2732598	€296.43			
<b>Wheels</b>					
17" Alloy Wheel, absolute black	2770073	TBC	18" Alloy Wheel, 5-spoke design, absolute black	2730161	€380.19
19" Alloy Wheel, 5-spoke design, asphalt black	2730159	€413.04	Locking Wheel Nuts	1751660	€85.84
<b>Safety &amp; Security</b>					
Ford First Aid Pack, with Velcro strip	2311396	€16.10	Ford Premium Safety Pack, with First Aid Kit, Warning Triangle, Hi-Visibility Vest	2431452	€39.07
Warning Triangle <sup>2</sup>	1460220	€7.78			

<sup>1</sup> Alternative Roof Boxes are available

<sup>2</sup> Item is non-Ford branded from an approved supplier

For more information about any of the included Ford Accessories, or to view the full range of Ford Accessories visit [www.ford-accessories.ie](http://www.ford-accessories.ie)

This price list shows both original Ford accessories as well as a range of carefully selected products from third party suppliers, identified under that third party supplier's brand name. Please note that third party supplier branded accessories do not come with a Ford warranty but are covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer. Fitment of dealer-fit parts and accessories may have an impact on your vehicle's fuel / energy consumption.

Prices do not include fitting unless otherwise stated. Please refer to your Ford Dealer for fitted prices.



# FORD PROTECT

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## Ford Protect New Vehicle Extended Warranty

Every New All-Electric Ford Puma Gen-E is protected by a 2 year/unlimited km Base Warranty. As standard, the Base Warranty is extended to 3years/ 100,000 km Warranty with a Ford Protect New Vehicle Extended Warranty on retail sales.

If plan on keeping your vehicle for longer than 3 years you can upgrade the 3 year/100,000 km warranty to 4 years/120,000 km, 5 years/100,000 km or 5 years/160,000 km.

### Features:

- Cover against the cost of repair or replacement of defective parts, or to repair a material, assembly or manufacturing defect recognised by Ford
- Helps protect against unexpected repair bills
- All repairs will be carried out by Ford Authorised Dealers using genuine Ford parts
- Ford Protect New Vehicle Extended Warranty plans can be purchased any time within 12 months from date of registration

## Notes and Conditions

The length of your plan (and number of services) applies from your new vehicle warranty commencement date, usually the date of first registration

Time and mileage limits apply to Ford Protect Plans

Subject to the terms and conditions of the Ford Protect Plans

These Ford Protect Plans are transferable so it is an added benefit to the new owner if you decide to sell your vehicle

The Extended Warranty packages do not impact the 8 year /160,000 km warranty on the New All-Electric Ford Puma Gen-E's High-Voltage Battery and Components.

Ask your Ford Dealer for full details of the Ford Protect New Vehicle Extended Warranty and Service Plan and their associated Terms and Conditions or alternatively call Ford Protect on +44 3702 416726, Option 2, Option 2, or visit [www.ford.ie](http://www.ford.ie)

## VRT Category A (EU Classification M1)

Most cars fit into category A and minibuses carrying no more than 8 passengers and driver. VRT is charged based on the CO<sub>2</sub> emissions of the vehicle when it was manufactured. The VRT rates are as follows:

Effective from 1st January 2022	CO <sub>2</sub> Emissions (g/km)*	VRT Rate €	
1	0	50	7.00%
2	51	80	9.00%
3	81	85	9.75%
4	86	90	10.50%
5	91	95	11.25%
6	96	100	12.00%
7	101	105	12.75%
8	106	110	13.50%
9	111	115	15.25%
10	116	120	16.00%
11	121	125	16.75%
12	126	130	17.50%
13	131	135	19.25%
14	136	140	20.00%
15	141	145	21.50%
16	146	150	25.00%
17	151	155	27.50%
18	156	170	30.00%
19	171	190	35.00%
20	191	500	41.00%

## Nitrogen Oxide (NOx) Emission Levy

NOx (mg/km)*	Amount payable per mg/km (€)
The first 0-40 mg/km	5.00
The next 40 mg/km or part thereof up to 80 mg/km	15.00
The remainder above 80 mg/km	25.00
Diesel cap	4850.00
Petrol cap	600.00

NOTE: The NOx levy is applied to all VRT category A vehicles (passenger and SUVs). This means an increase in VRT for older imported cars with these charges based on a NOx (Nitrogen Oxide) sliding scale on passenger cars.

This NOx Levy replaced the 1% VRT Levy on diesel cars, and has been applied to all new or imported cars from January 1st, 2020.

## OTHER PRICING CONSIDERATIONS



### Customer Order Price Protection

Ford's Price Protection Plan means that the price you pay is the same as the price on your order as long as you are prepared to accept delivery within three months, and in any event, as soon as your vehicle is available. Your Dealer has full details of the plan. Ford Motor Company Ltd is not liable for changes in price caused by Government changes in tax rates, tariffs, customs, Government incentives/grants or changes in other applicable legislation.

### VAT

VAT is shown calculated at 23%. The total price of a vehicle, including factory fitted options and accessories fitted by the Ford Dealer, will be subject to VAT on retail sale.

### Price Changes

This price list outlines Ford's Gross Retail Prices (GRP), please contact your Ford dealer for final sale prices.

This price list is effective from **3rd December 2024** and supersedes all previous price lists. The recommended prices in the publication were true and accurate at the time of printing. You should, however, check details with your Dealer as there may have been changes to Ford's recommended prices in view of Ford's policy of continuous development. Ford reserves its right to change its recommended prices at anytime. Change to government legislation or tax changes could result in a change to Ford's published recommended prices.

### ILLUSTRATIONS, DESCRIPTIONS AND SPECIFICATIONS

The product information in this publication was correct at the time of going to print. However, Ford's policy is one of continuous product development. The right is reserved to change specifications and colours of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. Throughout this publication, wherever a feature is described as being an 'Option' or 'Option Fitment/Pack' etc., you should assume that it will be at extra cost to the base vehicle, unless specifically stated to the contrary. All models and colour combinations are subject to availability.

Some images portrayed are of a pre-production model and/or are computer generated, therefore the design/features on the final version of the vehicle may differ in various respects. In addition, some of the features shown on the vehicles may be optional, e.g. metallic paint. Please also note some driver assistance features and safety features described in this publication are designed to function using sensors, whose performance may be affected under certain weather or environmental conditions.