



M-Sport Ford Puma Rally1 leads the charge to celebrate Ford Craiova's 1M Milestone



The M-Sport Ford Puma Rally1 turned Ford's Craiova plant into a rally stage for the new film.

The competition version of the new, hybrid M-Sport Ford Puma Rally1 car today powered into view for the first time in an electrifying new video from Ford.¹

Shot entirely on location at Ford's Craiova assembly facility, Romania – which today celebrates its 1 millionth vehicle rolling off the production line – the exhilarating new film also features cameos from M-Sport Ford World Rally Team (WRT) driver Adrien Fourmaux and Ford Craiova colleagues responsible for producing road-going, EcoBoost Hybrid-powered Ford Puma SUVs.

Previously seen only in prototype form at the 2021 Goodwood Festival of Speed, UK, the M-Sport Ford Puma Rally1 marks Ford's first foray into electrified motorsport globally and is set to make its competitive debut at the FIA World Rally Championship (WRC) season-opening Monte Carlo Rally in January 2022.

Ford Puma Hybrid Rally1 Crashes the Party

Shot by Chrome Productions over three days with a crew and cast of approximately 40, the action-packed new film called "Ford Puma Hybrid Rally1 Crashes the Party" sees the M-Sport Ford

Puma Rally1 car brought to life in an electrifying lightning storm before delivering an exciting exhibition of precision driving around the Craiova assembly facility.

The car was driven and stunts performed by M-Sport Ford WRT driver Adrien Fourmaux using ramps and rigs developed by Ford engineers based at the facility. Ford colleagues also used their expertise to bring assembly robots to life for the film.

Every actor featuring in the film is a Ford employee, and viewers can also find "Easter eggs" hidden within the video.

M-Sport Ford Puma Rally1

The new M-Sport Ford Puma Rally1 car follows in the footsteps of the Ford Fiesta WRC car, which secured three WRC titles following its introduction in 2017.

Ford's first electrified competition car introduces a next-generation hybrid powertrain that captures energy during braking and coasting and stores it in a 3.9 kWh battery, before using it to supplement the championship-winning performance of the turbocharged 1.6-litre EcoBoost petrol engine with repeated boosts of up to three seconds from a 100 kW electric motor.

The M-Sport Ford Puma Rally1 can also use its electrified powertrain to travel through towns, cities, service parks and chosen sections between stages using pure-electric power. The battery pack can be recharged using an external power source at the dedicated service points between stages, with a recharge taking approximately 25 minutes. Weighing 95 kg, the hybrid system is liquid- and air-cooled and housed in a ballistic-strength casing to resist the impact of debris and g-forces in the event of an accident.

The road-going Ford Puma uses a 1.0-litre EcoBoost Hybrid powertrain² with 48-volt mild hybrid technology to boost fuel efficiency and driving fun. A belt-driven integrated starter/generator recovers energy to charge a 48-volt lithium-ion battery pack, and also acts as a motor, integrating with the engine to provide torque assistance that can help save fuel or enhance performance, depending on the driving scenario.

Ford is going all-in on electrification, and earlier this year announced that 100 per cent of its passenger vehicle range in Europe will be zero-emissions capable, all-electric or plug-in hybrid by mid-2026; moving to all-electric by 2030.

Craiova celebrates 1 million vehicles produced

In addition to unveiling the competition Puma Rally1 car, Ford also today revealed that the 1 millionth vehicle manufactured at its Craiova assembly facility is a Puma ST-Line in Desert Island Blue, powered by a 155 PS EcoBoost Hybrid engine.³

Ford has reached the production milestone 12 years after manufacturing its first vehicle in Romania in 2009. Initially producing the Transit Connect compact van, Craiova has also manufactured the innovative B-MAX MPV and EcoSport SUV models, before beginning Puma production in 2019.

Earlier this year, Ford announced that it will invest \$300 million to build a new light commercial vehicle in 2023 at its Craiova Assembly Plant in Romania, including an all-electric version due to debut in 2024 – the first all-electric volume vehicle to be built in Romania.

The investment will take the total invested by Ford in its Romanian manufacturing operations to almost \$2 billion since acquiring the Craiova facility in 2008. More than 600 robots have been installed to improve efficiency and quality in the body, stamping, paint, trim and chassis shops. Around 6000 people are employed in Ford's world-class vehicle and engine assembly operations in Romania.

Quotes

"I'm thrilled that the 2022 World Rally Car will be the Puma Rally1 and to have had the vehicle visit Craiova to be able to mark this milestone day with such a special film was extra special. It was a great pleasure to be part of this project and to welcome the M-Sport team and Adrien Fourmaux to Craiova while transforming our plant for a couple of days into a true movie set."

Jo Payne, president of Ford Romania and Craiova plant manager

"The beauty of this film is really the collaboration between the Ford Craiova plant and the production team. It was an incredible effort from a team that worked tirelessly to bring to life the vision and pull off an incredibly ambitious shoot in just three days."

Stephen Parker, creative director, Chrome Productions

"The moment we heard about such an exciting project we knew we had to make it happen. What better way to celebrate the incredible work of M-Sport and Ford in developing the Puma Hybrid Rally1, than showing it off at the home of the Puma production facilities. Fitting in a three-day shoot around our tight testing schedule was tricky, but with the help and determination of the Craiova workers we succeeded and produced a fitting video to launch this exciting new era in WRC. It was a pleasure for M-Sport to be involved."

Richard Millener, M-Sport Ford World Rally Team principal

Links

- Video: <https://youtu.be/XEY2aDKDILs>
- Hashtags: **#WRC #FordPuma #Rally1**

Footnotes

¹ Filming took place under controlled conditions on closed roads using professional stunt drivers. Do not attempt to recreate or re-enact the stunts shown. Always drive responsibly and obey local motoring regulations.

² Puma 1.0-litre EcoBoost Hybrid homologated CO₂ emissions 119-143 g/km and homologated fuel efficiency 5.3-6.3 l/100 km WLTP.

³ Puma 1.0-litre EcoBoost Hybrid 155 PS homologated CO₂ emissions 121-142 g/km and homologated fuel efficiency 5.4-6.3 l/100 km WLTP.

CO₂ emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets.

The declared WLTP fuel/energy consumptions, 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 procedures enable comparison between different vehicle types and different manufacturers.

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Ford in Belgium & Luxemburg

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