



## Ford Collection limited series begins with Sound Editions

- Sound Editions launch the Ford Collection, a series of limited-series models with distinctive design and extra features for even greater desirability
- Puma and Kuga Sound Edition offer enhanced B&O Performance Sound System for superior sound reproduction, alongside unique visual elements inside and out
- Available on Puma Gen-E, Puma and Kuga EcoBoost, Kuga Plug-In Hybrid and Kuga Hybrid, Sound Collection models build on the high specification ST-Line X

**COLOGNE, Germany, June 17, 2025** – Ford today announced the first models in the new Ford Collection, with the introduction of Sound Edition versions of its popular Puma, <sup>1</sup> Puma Gen-E <sup>2</sup> and Kuga SUVs. <sup>3</sup>

The Ford Collection is a limited series of special models that combine unique design elements with an enhanced specification in a single package. Launching the Ford Collection are the Sound Editions, giving customers the opportunity to experience audio quality that is superior to what most people can experience in their own homes.

Featuring a higher specification B&O Performance Sound System alongside distinctive visual upgrades inside and out, the Sound Editions elevate the sensory experience behind the wheel, offering even greater desirability as well as extra value for customers.

Building on the B&O Premium Sound System already available on both Puma and Kuga, the Sound Edition takes the audio experience to a higher level. More powerful upgraded speakers are precisely engineered and acoustically tuned to maximise the extra performance across a variety of audio sources and driving conditions.

Visually the Puma and Kuga Sound Edition are designed to bring warmth and light both inside and outside, with carefully chosen contrasting colour schemes, fabrics and finishes contributing to a soothing and restful environment.

“With the Sound Edition versions of the Puma Gen-E, Puma and Kuga, we are giving customers the kind of audio experience that would be difficult and expensive to replicate in the home. Alongside distinctive visual elements, premium materials and unique colour schemes we have created models that have a distinct personality and the promise of a spectacular soundtrack to every journey,” said Jon Williams, general manager, Ford Blue, Europe.

### More emotion per mile

Puma, Puma Gen-E and Kuga already feature the option of a B&O Premium Audio System with 10 speakers and 575 watts of power for outstanding sound reproduction. The Sound Edition

models take this performance to a higher level, thanks to hardware upgrades with in-depth acoustic tuning program to extract the best possible performance.

On Puma and Puma Gen-E total power output is increased to 650 watts, while on Kuga the total output is a mighty 700 watts, with the increased power ensuring consistent sound quality even at high volumes without distortion.

Sound Edition models benefit from higher specification front-door 'midwoofers' – speakers designed to reproduce low and mid-range frequency sounds – while Kuga Sound Edition further benefits from separate rear tweeters and woofers, providing two additional audio channels to create a fully active audio system.

Each Sound Edition model was put through a rigorous acoustic tuning program by sound engineers at audio experts HARMAN. Engineers use a variety of specialist software as well as carefully curated playlists from a range of genres, using their experience to provide a human response to the output and make fine adjustments to create consistently high sound reproduction for every seat.

The system is also tested with spoken-word content such as audiobooks and podcasts to ensure vocals are strong and clear with unwanted background clutter minimised. Ford vehicles with B&O Premium Sound Systems offer the [Beosonic](#) feature – a simplified control system that makes it easy to optimise the sound reproduction from behind the wheel.

“Both Ford and B&O strive for excellence in their products, and the Sound Edition models represent another step in our goal to provide superior sound quality to Ford customers whatever they like to listen to,” said Stefan Varga, HARMAN principal engineer, Acoustic Systems.

### **Sight and sound in harmony**

To complement the enhanced audio quality, the Sound Edition models also feature distinctive design changes to give a distinctive exterior look alongside a calming interior environment.

Puma Gen-E, Puma and Kuga Sound Editions feature unique alloy wheels finished in Magnetite, with a choice of three exterior colours including the exclusive new Metropolis White. A modern, premium metallic with a pearlescent-like finish, it offers warmth and comfort and complements the black-painted roof and door mirror caps.

On the inside, Puma Gen-E and Puma offer new seat fabric finished in Metal Grey with light grey door trims, and a contrast between light and dark finishes on the upper and lower dashboard. For the Kuga Sound Edition, the 18-way adjustable comfort seats are trimmed in new Ebony fabric.

Puma Gen-E and Puma Sound Editions are available to order from June, with Kuga Sound Edition to follow later in the year.

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<sup>1</sup> Puma EcoBoost Hybrid CO2 emissions 122-146 g/km and fuel efficiency 5.4-6.5 l/100 km WLTP.

<sup>2</sup> Up to 376 km driving range based on full charge of Puma Gen-E. 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 range varies due to factors such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

<sup>3</sup> Kuga Hybrid homologated CO<sub>2</sub> emissions 121-146 g/km and homologated fuel efficiency 5.3-6.4 l/100 km WLTP.

Kuga 1.5-litre EcoBoost Hybrid homologated CO<sub>2</sub> emissions 144-178 g/km and homologated fuel efficiency 6.3-7.8 l/100 km WLTP.

Kuga Plug-In Hybrid homologated CO<sub>2</sub> emissions and homologated fuel efficiency will be published close to on sale date.

The declared WLTP fuel/energy consumptions, CO<sub>2</sub>-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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#### **About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough electric vehicles along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 174,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](http://corporate.ford.com).*

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