

## New Ford Ranger Defines Tough Style

Ford elevates Ranger to new heights in style and design defined by its distinctive, muscular Tough Style exterior. With genuine class-leading TDCi power and performance, the new Ford Ranger for 2009 also comes loaded with real visual excitement.

Ford's global leadership and expertise in pickup truck design and development has led to considerable improvements to its compact Ranger pickup. Respected throughout more than 130 markets around the world, the new Ford Ranger effectively combines genuine durability and toughness with a new distinct and muscular exterior design.

“Through the years Ranger has earned the respect from those who depend on their truck every day,” says Ian Constance, Product Development Director, Ford Motor Company, Asia Pacific and Africa.

“The new Ranger leverages its toughness with Ford's engineering know-how to create a compact truck that is unequalled for its all-around ability and style.”

This blend of strength and style – Ford describes it as Tough Style – defines new Ranger and brings to the compact truck segment a very high degree of attention to design and detail beyond the competition's offerings.

“Its contemporary design gives new Ranger instant credibility as an urban vehicle and its versatility makes Ranger a logical lifestyle choice,” says Scott Strong, Design Director, Ford Motor Company, Asia Pacific and Africa.

“You'd be proud to be seen driving the new Ranger anywhere, and its strong on-road presence is built upon expert craftsmanship and detailed design.”

Clearly inspired by the high-impact Ranger MAX show truck – which Ford revealed at the Thailand International Motor Expo in November – the new Ford Ranger puts into production several distinctive design elements that create a new look for the compact pickup segment.

“The very positive reaction to Ranger MAX validated our Tough Style design direction for the new Ranger,” says Paul Gibson, Chief Designer, Ford Motor Company, Asia Pacific and Africa.

“Ranger MAX is visually distinctive and muscular, and those same design elements such as the wide grille and open mouth air intake [feeding the intercooler and radiator] are used effectively on new Ford Ranger.

“We're convinced that the new Ranger's design will hit home with buyers who appreciate a truck that looks tough and is tough. And they can be sure that the new Ranger is as capable as ever.”

