



2023 FORD
KUGA

GET READY TO DRIVE **FORD KUGA.**

The Kuga is bolder, sportier and more refined than ever – whether you're driving in the city or heading outdoors for the weekend. With a powerful engine, a longer wheelbase, and enough space for the whole family, the Kuga is versatile enough for any situation.

TITANIUM. Blue Metallic.¹ Available equipment.

Vehicle imagery throughout this brochure may be computer-generated and may include available and aftermarket equipment. Features shown may not be available in all markets.

¹. Additional charge.





ADVENTURE. AND IN CONTROL.

Why see adventure as a once-off experience? For you, it's a state of mind. You know you don't need a 20-kg backpack and a 6-month career break to head out and find it. From the bright city lights to the wide, sweeping skies – every place, time and moment brings something new. Experience Kuga. Adventure in every drive.

TITANIUM. Magnetic.¹ Available equipment.

1. Additional charge.

TAKE ON YOUR WORLD.

The Kuga is equally at home exploring rolling landscapes or seeking adventure from a city commute. Wherever your journey takes you, you'll enjoy the perfect balance of rugged SUV capability and beautifully sculpted styling.

The vehicle's impressive array of assistance features – including SYNC® 3,¹ and available navigation – make it ideal for negotiating the crowded stop-start traffic of urban environments.

Or just put a mountain bike in the generous rear cargo area and head out into the countryside. With an advanced technology such as the available Intelligent AWD, you can adapt your driving experience to suit the road conditions.

TITANIUM. Blue Metallic.² Available equipment.

1. Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones.

2. Additional charge.



REDEFINE YOUR SPACE.

The Kuga is beautiful to sit in and comes with a host of practical features to make your life easier.

The feeling of movement and freedom continues into the vehicle and flows through every interior feature, from the spacious feel of the purposefully designed front seats to the rear-seat sliding function that lets you flexibly adjust storage between the passengers and cargo area.

The superior materials of Kuga, including the partial leather-trimmed seating available in Titanium, create a sense of premium comfort.

TITANIUM. Charcoal Black partial leather-trimmed interior. Available equipment. European model shown.





EFFORTLESS DRIVING.

The Kuga features a host of available technologies to make your drive easier and your journey more convenient.

The 4.2" digital instrument cluster brings your world to life in full color. And the available wireless charging pad¹ helps ensure you're always connected. Plus, the Lane-Keeping System^{2,3} can help during a moment of distraction. If you drift out of your lane, it directs you with steering wheel torque to return, and can also alert you through vibration pulses.

All this adds up to improved drivability that makes every day a pure driving pleasure.

TITANIUM. Charcoal Black partial leather-trimmed interior. Available equipment.

1. Qi wireless charging may not be compatible with all mobile phones. **2.** Driver-assist features are supplemental and do not replace the driver's attention, judgment and need to control the vehicle. It does not replace safe driving. See Owner's Manual for details and limitations. **3.** Lane-Keeping System does not control steering.



U.S. model shown.

SEE AND BE SEEN.

The eye-catching available LED headlamps on the Kuga provide excellent illumination at night, and in poor visibility.

Daytime running lamps help make your vehicle more visible to others, while fog lamps improve road visibility in heavy fog. A convenient Autolamp feature turns the headlamps on and off as ambient lighting dictates, while available Auto High-Beam Headlamps activate automatically when needed.

TITANIUM. Magnetic¹. Available equipment.

¹. Additional charge.



CONNECTED AND IN CONTROL.

Voice-activated SYNC® 3¹ integrates seamlessly with compatible smartphones to make communication and navigation effortless. Use your voice to control your favorite apps with AppLink®,² while Apple CarPlay® and Android Auto™ compatibility³ let you use voice commands to view and control mobile screens on your 8" color touchscreen as if it were your smartphone handset.

Using the touchscreen or simple voice commands, you can make calls, write and listen to text messages, and control your music and available satellite navigation.

TREND. Frozen White. Available equipment.

1. Don't drive while distracted or while using handheld devices. Use voice-operated systems when possible. Some features may be locked out while the vehicle is in gear. Not all features are compatible with all phones. **2.** Commands may vary by phone and AppLink software. **3.** Requires phone with active data service and compatible software. SYNC 3 does not control 3rd-party products while in use. 3rd parties are solely responsible for their respective functionality.

Android Auto is a trademark of Google LLC. Apple CarPlay is a trademark of Apple Inc., registered in the U.S. and other countries.

U.S. model shown.

1.5L ENGINE Horsepower: 175
Torque: 170 lb.-ft. @ 2,000 - 3,000 rpm
8-SPEED AUTOMATIC TRANSMISSION

TREND

BODY STYLE

5-door

MECHANICAL

FWD¹

Intelligent AWD¹

Anti-Lock Brake System (ABS)

TECHNOLOGY

Autolamp (Automatic On/Off Headlamps)

Hill Start Assist

EXTERIOR

Black grille surround and upper window moldings

Body-color door handles and mirrors caps

Fog lamps

Halogen headlamps

LED daytime running lamps

Power, heated sideview mirrors with LED turn signal indicators

Variable-intermittent windshield wipers

INTERIOR

8-way manual driver and 4-way manual front-passenger seats

60/40 split-fold rear seats with slide function

Fabric seating

Front carpeted floor mats

Manual air conditioning

Power windows with driver's one-touch-up/-down feature

Push-button start

Sport contour front bucket seats

SAFETY & SECURITY

Personal Safety System[®] for driver and front passenger includes dual-stage front airbags²

Driver's knee airbag²

Front-seat side airbags²

Safety Canopy[®] System with side-curtain airbags²

AdvanceTrac[®] with RSC[®] (Roll Stability Control[™])

Front height-adjustable shoulder safety belts

MyKey[®] technology to help encourage responsible driving

CONNECTIVITY & ENTERTAINMENT

SYNC[®] 3 with 8" LCD capacitive touchscreen in center stack, 4.2" digital instrument cluster, and 6 speakers

OPTIONS

Dual-zone electronic automatic temperature control (DEATC)

Privacy glass

Rear Parking Sensors

Rear View Camera

Remote Keyless Entry System

Wireless charging pad

Charcoal Black Fabric

Frozen White

Blazer Blue

Blue Metallic³

Magnetic³

Solar Silver³

Agate Black³

Lucid Red³



17" Shadow Silver-Painted Aluminum
225/65 R17
Standard



18" Machined-Face Aluminum
225/60 R18
Available

1. Restrictions apply. See dealer for details. 2. Always wear your safety belt and secure children in the rear seat.
3. Additional charge.



1.5L ENGINE Horsepower: 175
Torque: 170 lb.-ft. @ 2,000 - 3,000 rpm
8-SPEED AUTOMATIC TRANSMISSION

BODY STYLE

5-door

MECHANICAL

Intelligent AWD¹
Anti-Lock Brake System (ABS)

TECHNOLOGY

Autolamp (Automatic On/Off Headlamps)
Hill Start Assist
Rain-Sensing Windshield Wipers

EXTERIOR

Body-color, power, heated sideview mirrors with security approach lamps
Chrome grille surround and upper window moldings
LED daytime running lamps
LED fog lamps
LED headlamps

INTERIOR

8-way manual driver and front-passenger seats
60/40 split-fold rear seats with slide function
Ambient lighting
Dual-zone electronic automatic temperature control (DEATC)
Fabric seating
Front and rear velour floor mats
Power windows with driver's one-touch-up/-down feature
Push-button start
Sport contour front bucket seats

SAFETY & SECURITY

Personal Safety System[®] for driver and front passenger includes dual-stage front airbags²
Driver's knee airbag²
Front-seat side airbags²
Safety Canopy[®] System with side-curtain airbags²
AdvanceTrac[®] with RSC[®] (Roll Stability Control[™])
Front height-adjustable shoulder safety belts
MyKey[®] technology to help encourage responsible driving
Rear Parking Sensors
Rear View Camera

CONNECTIVITY & ENTERTAINMENT

SYNC[®] 3 with 8" LCD capacitive touchscreen in center stack, 4.2" digital instrument cluster, and 6 speakers

OPTIONS

Auto High-Beam Headlamps
Lane-Keeping System
Partial leather-trimmed seating³
Privacy glass
Remote Keyless Entry System
Roof-rack side rails (silver-painted)
Wireless charging pad

TITANIUM

Charcoal Black Fabric

Frozen White

Charcoal Black Partial Leather-Trimmed Seating

Blazer Blue



17" Shadow Silver-Painted Aluminum
225/65 R17
Standard



18" Machined-Face Aluminum
225/60 R18
Available

Blue Metallic⁴

Magnetic⁴

Solar Silver⁴

Agate Black⁴

WhitePlatinum⁴

Lucid Red⁴

1. Restrictions apply. See dealer for details. 2. Always wear your safety belt and secure children in the rear seat. 3. Leather seats are a combination of leather and high-quality, durable materials. 4. Additional charge.



MAKE IT YOURS.

ACCESSORIZE IT.

For some people, aluminum wheels and splash guards are enough to set their vehicle apart. But others want to make their Kuga truly their own. Ford Accessories allow you to personalize your Kuga to your exact needs, interests, hobbies and more. And each accessory is designed specifically for your Kuga, so you can be assured of a perfect fit. See your dealer for a complete list of available Ford Accessories.

accessories.ford.com



FORD ACCESSORIES



U.S. model shown.

Ford Genuine Parts & Service. Keep your vehicle in optimum operating condition with scheduled maintenance service. Ford and Lincoln Dealership technicians know your vehicle inside and out. They are continuously trained by Ford Motor Company and the parts they use are specifically designed for your vehicle. See your dealer for limited warranty information on Ford Original Accessories. 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.

Ford and Oval Device, AdvanceTrac, AppLink, MyKey, Personal Safety System, Roll Stability Control, RSC, Safety Canopy, SYNC and related marks are trademarks of Ford Motor Company.

Vehicles may be shown with optional equipment which may or may not be available in your market. 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 products. Ford reserves the right to change product specifications, pricing and equipment at any time without incurring obligations. Your Ford or Lincoln Dealer is the best source of the most up-to-date information on Ford and Lincoln vehicles. Colors are representative only. See your dealer for actual paint/trim options.

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