

FORD **B-MAX**



**Go Further**

# Go Further

These two words capture the spirit of Ford and our commitment to you. We go further so that you can, too.

## 2-15 Ford kinetic Design

Ford kinetic Design is the reason why our vehicles look more exciting than ever before. Bold, dynamic lines that create energy in motion.

## 16-19 Quality

We design and build your Ford to feel as good after many years of service as it did the day you picked it up. And to drive just as beautifully, too.

## 20-21 Green

Using advanced Ford ECONetic Technology, we're committed to creating vehicles with improved fuel economy, reduced CO<sub>2</sub> emissions and a lower overall cost of ownership.

## 22-23 Safe

Ford's Intelligent Protection System uses sophisticated technology designed to help prevent an accident and, if one should happen, to protect you.

## 24-25 Smart

Cars that park themselves, windscreen wipers that know when it's raining – just some of the many clever solutions from Ford that make life a little easier.

## 26-31 Choose your Ford B-MAX

- Studio
- Zetec
- Titanium

## 32-33 The range

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- Wheels
- Audio and connectivity
- More versatility

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## 50-51 Colour and trim



Model shown is a Ford B-MAX Titanium with Tectonic Silver metallic paint (option) and 17" 5-spoke alloy wheels, partial leather interior, panoramic roof and privacy glass (all optional).



“This is a fitting victory for a truly remarkable engine.”  
Dean Slavnick, Chairman of the International Engine of the Year Awards

## An ingenious idea

Inspired thinking has created new possibilities of what a compact car can do for you.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, 17" 5-spoke alloy wheels, rear privacy glass and front and rear parking distance sensors (all options). High gloss black front grille with chrome surround, chrome side window finisher and LED day running lights are all standard.

**Clever design is complemented with jewel-like details and bold, dynamic lines.**



## An unexpected opportunity

B-MAX's innovative access and flexibility help you make the most of the moment.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, 17" 5-spoke alloy wheels, rear privacy glass and front and rear parking distance sensors (all options).



## A perfect fit

The clever use of space offers you surprising versatility.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, 17" 5-spoke alloy wheels, rear privacy glass, front and rear parking distance sensors and partial leather seat trim (all options). Ford Easy Access Door System is standard.



Fold-flat front passenger and rear seats provide a 2.35m-long cargo space in moments.



## A perfect balance

It's an ideal match of outstanding fuel-efficiency and spirited performance.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, 17" 5-spoke alloy wheels, rear privacy glass, front and rear parking distance sensors and partial leather seat trim (all options).

Powered by the remarkable 1.0 EcoBoost engine, winner of the International Engine of the Year 2012.



# A helping hand

Smart technology takes care of the details while I enjoy the drive.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, rear privacy glass, partial leather seat trim, Active City Stop and KeyFree System (all options). Leather-trimmed steering wheel, auto-dimming rear-view mirror, cruise control, Sony DAB digital radio/CD, EATC and Ford Power Start Button are all standard.

**Active City Stop can apply the brakes automatically**  
(Option) For further details please refer to p23.



# A superior finish

Thoughtful details and craftsmanship have resulted in an interior that lifts your mood.



Model shown is a B-MAX Titanium in Burnished Glow metallic paint (option) with panorama roof, rear privacy glass, partial leather seat trim, Active City Stop and KeyFree System (all options). Leather-trimmed steering wheel, auto-dimming rear-view mirror, cruise control, Sony DAB digital radio/CD, EATC and Ford Power Starter Button are all standard.

**High-quality materials and attention to detail are defining characteristics of the B-MAX.**





**Obsessively driven**

During its development, we test drove the B-MAX the equivalent of 87 times around the globe. It's a car you can rely on, right down to the smallest ball bearing.



**The ultimate test**

We put the B-MAX through a punishing test regime and analysed every component to ensure optimum performance. You can be sure the B-MAX is built to last.



**Suspension engineered to last**

A relentless series of tests led to the development of B-MAX's robust suspension system.



**Tested to extremes**

The B-MAX was tested through extremes of real-world weather from -40°C to +80°C, and withstood the rigours of Ford's Lommel proving ground, which recreates some of the worst roads in Europe.



**300,000 door shuts**

We opened and closed the doors, bonnet and tailgate over 300,000 times in real-world conditions to help ensure they will never let you down.





#### Sky-high view

The full-length glass panorama roof delivers a bright, airy interior. A Solar Reflect coating helps keep the interior cool, while an internal blind provides shade and privacy when required. (Option)



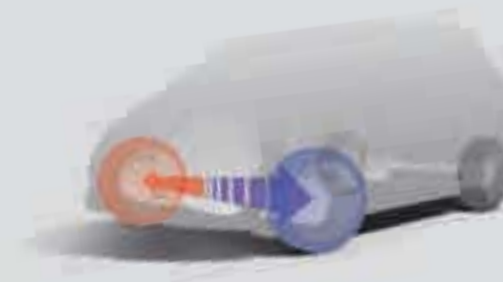
#### Feel the power, not the shift

Ford PowerShift delivers the perfect combination between automatic convenience and manual efficiency. This 6-speed automatic transmission selects the next appropriate gear at precisely the right moment for lightning-fast gear changes, with no disruption to the flow of power. The manual mode lets you switch gears at the push of a button – no clutch pedal required. (Option)



## A compelling drive

Power, precision and a cabin designed for comfort. The B-MAX has all the ingredients for an irresistible driving experience.



#### Torque Vectoring Control\*

Designed to improve traction, roadholding and agility when cornering by continuously optimising the engine torque distributed to each front wheel to match the amount of grip each has available. The result is a more rewarding driving experience. (Standard)

\*Uses sensors.



**International Engine of the Year**  
Ford 1.0-litre EcoBoost



#### Ford EcoBoost-International Engine of the Year 2012

The coating on the piston rings reduces friction; the turbocharger, direct injection and variable valve timing boost efficiency. The result is remarkable performance from such an economical engine. Triple winner at the International Engine of the Year Awards, the new 1.0-litre EcoBoost is available in 100 PS and 120 PS versions.



#### Get used to a better view

The elevated seating position and generous glass area give you a commanding view of the road ahead.

#### Steering that adapts to its environment

Ford B-MAX's sophisticated electric power-assisted steering (EPAS) achieves a balance that's just not possible with conventional power steering systems. At parking speeds, full power is delivered for feather-light manoeuvring. Once you're on the move, it steadily weights up to just the right extent for optimum feel and control. (Standard)





### Low CO<sub>2</sub> emissions with the international award-winning Ford EcoBoost

With direct petrol injection, turbocharging and Auto-Start-Stop, Ford EcoBoost engines are remarkably fuel efficient. For example, the new 1.0 EcoBoost 120 PS engine in the Ford B-MAX produces 33 per cent more maximum power than the larger capacity 1.4 Duratec 90 PS, and yet it achieves around 22 per cent better fuel economy and 18 per cent lower CO<sub>2</sub> emissions.

## Forward thinking

The Ford B-MAX makes use of the latest technology to reduce CO<sub>2</sub> emissions, improve fuel economy and maximise its environmental sustainability. And because it's a Ford, you won't be surprised to learn it does all that without the slightest compromise to style or performance.



CO<sub>2</sub>  
104 g/km



Low emissions. Less expense.

### Ford ECONetic Technology

- Ford EcoBoost fuel-efficient petrol engines (see opposite)
- Ford Duratorq TDCi advanced diesel engines – provide exceptional fuel economy and low CO<sub>2</sub> emissions
- Ford PowerShift transmission – combines the efficiency of manual transmission with the convenience of a conventional automatic
- Ford Auto-Start-Stop (see opposite)
- Ford Smart Regenerative Charging – saves fuel where possible by charging the battery only when you are not pressing the accelerator
- Ford Electric Power-Assisted Steering – a more efficient system that uses less engine power
- Ford Eco Mode driver information system (see below)
- Shift Indicator (see below)

### Ford Eco Mode driver information system

This smart software monitors your driving style and displays its impact on the car's fuel economy. Floor the throttle and you'll receive a low score; drive efficiently and you'll be rewarded with a high score – and reduced running costs. (Standard on Zetec and Titanium. n/a with Studio)

### Auto-Start-Stop

When your vehicle is idling at a standstill, the engine automatically shuts down to save fuel consumption. When you want to drive off, the engine immediately restarts. (Only available with the 120PS EcoBoost engine)

### Shift indicator

A Shift Indicator light in the instrument cluster advises you when to change gear, helping you to use less fuel and to encourage a smoother driving style. (Standard, manual transmission only)





Passenger Airbag Deactivation

When a baby or toddler in a rear-facing seat is going to travel on the front passenger side, you can deactivate the passenger airbag with the flick of a switch. A light in the instrument cluster provides a convenient reminder. (Standard)

Hidden strength

Ford B-MAX's body includes 55 per cent high strength steel and 26 per cent ultra-high strength boron steel. This makes it lighter, stronger and stiffer – and an immensely rigid base upon which to attach the Ford Easy Access Door System®.

The Ford B-MAX IPS includes:

1.

Driver and front passenger's airbags\* with passenger airbag deactivation switch
2.

Driver and front passenger's side impact airbags
3.

Driver's inflatable knee airbag
4.

Side curtain airbags for both front and outer rear passengers
5.

Robust computer-optimised body structure with ultra-rigid safety cell and crumple zones
6.

Advanced lap and diagonal inertia reel seat belts on all seats. Pre-tensioners and load-limiting retractors on front seats
7.

ISOFIX child seat mountings on outer rear seats
8.

Anti-submarining seat bases
9.

Anti-lock brakes (ABS) with electronic brake-force distribution (EBD)
10.

Electronic Stability Programme (ESP) and Traction Control
11.

Emergency Brake Assist (EBA)
12.

Emergency Brake Warning (automatic flashing of hazard lights under heavy braking)
13.

Collapsible (horizontal-stroking) steering column for optimised energy absorption and leg protection
14.

Active City Stop (option)
15.

Ford Emergency Assistance (option)



Integral safety and strength

When closed the front and rear doors overlap to create a rigid central strengthening pillar and to prevent them from opening in a side impact.

**\*Note:** A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.

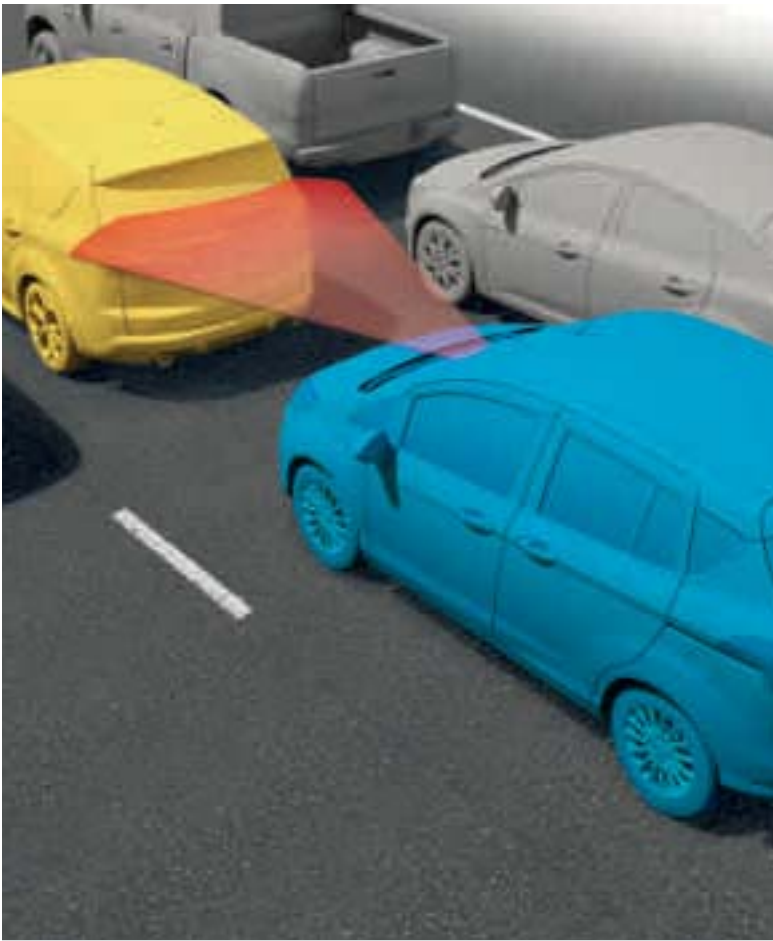
Protection and prevention

Not only does B-MAX protect you and your passengers in the event of a collision, but it also offers technology designed to help prevent accidents.



Intelligent Protection System (IPS)®

Ford B-MAX's advanced Intelligent Protection System (IPS) uses a range of sophisticated technologies that are designed to help keep you protected, including an ultra-high strength steel safety cage, Electronic Stability Programme (ESP) and front and curtain airbags.



Active City Stop\*\*

Designed to help reduce the likelihood or consequences of your car colliding with the vehicle in front in slow-moving traffic by applying the brakes if it is detected that a collision is likely. (Option)

Deflation Detection System®

Designed to alert you if a tyre's pressure is too low, such as in the case of a puncture. (Standard)

®Uses sensors.  
\*Designed to operate at speeds below 30 km/h.





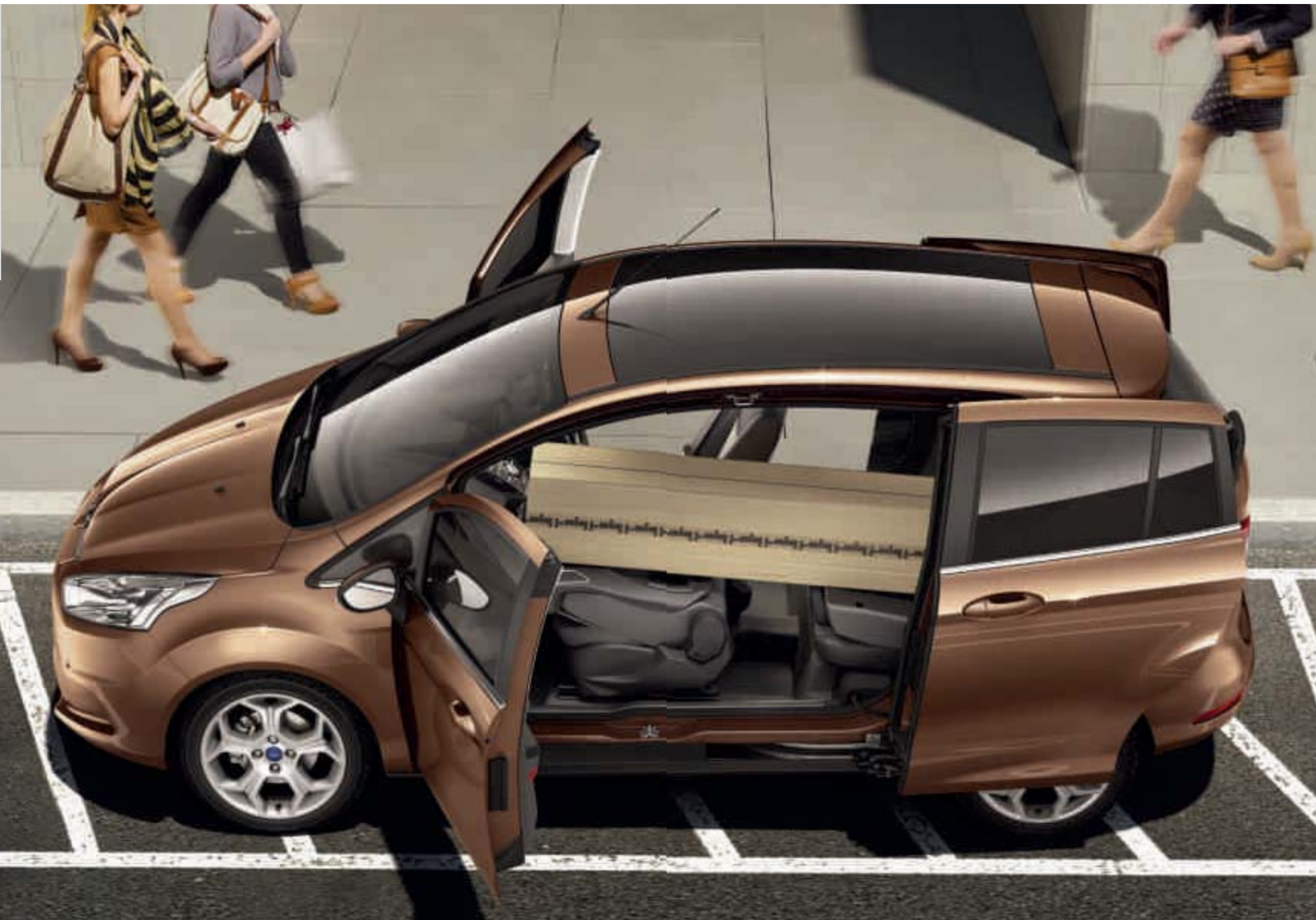
#### Ford SYNC with Emergency Assistance\*

The next generation of in-car connectivity. Ford SYNC lets you operate most popular MP3 players, Bluetooth®-enabled phones and USB drives with remarkably simple voice commands, plus the Ford Emergency Assistance feature is designed to assist the driver to place a call with the emergency services. (Option)

\*Ford Emergency Assistance available from autumn 2012 and operates in over 30 European countries. This feature works when paired with a compatible mobile phone that is with you when any airbag is deployed or the fuel pump is shut off. See your local Ford website for latest information

#### Ford Easy Access Door System®

Opening the front and sliding rear doors gives you an unobstructed 1.5m wide aperture on each side, making it easier to load and unload, get in and get out. B-MAX's unique system achieves this by cleverly concealing its central strengthening pillar within the doors, rather than having it fixed into the bodyside.



## Fresh ideas that work brilliantly

From reversing into a tight space to having extra room for an impulse purchase, the B-MAX is full of smart ideas to make life a little easier.

#### Rear-view camera

Select reverse gear and the rear-view camera comes on automatically in the central display, allowing you to see objects behind your car. Special guidance graphics indicate the width and centre line of the car, based on the steering angle, for safer and easier manoeuvring. (Option on Sony audio systems)



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**Note** It is an offence for drivers to use a hand-held mobile phone or similar device while driving.

#### Truly usable space

Seven different seat-folding combinations, a generous 2.35m maximum load length and an adjustable luggage compartment floor ensures the B-MAX is ready for all kinds of cargo.

#### Adjustable load floor

The rear floor can be set low in the boot to create a deeper space, or higher to create a flat load area when the rear seats are lowered with a hidden compartment below. (Standard on all series)





**Ford Easy-Fuel capless refuelling system**  
(Standard)

**Electrically-operated front and rear windows with one-touch opening/closing**  
(Standard)

**Headlight courtesy delay**  
(Standard)

**Height- and reach-adjustable steering wheel**  
(Standard)

**Electrically-operated door mirrors with integrated side indicators**  
(Standard)

**Body colour bumpers**  
(Standard)



## Studio

### Key standard features

- Body colour bumpers
- Electronic Stability Programme (ESP) with electronic brake-force distribution, Emergency Brake Assist
- Intelligent Protection System with front\*, side (thorax only), knee and curtain airbags
- Front Passenger's Airbag Deactivation\*
- Deflation Detection System (DDS) for detection of low tyre pressure
- Ford Easy-Fuel capless refuelling system
- Electrically-operated door mirrors with integrated side indicators
- Electrically-operated front and rear windows, with one-touch opening and closing
- Remote central locking with two flip keys
- Driver's seat with manual height adjust
- Height- and reach-adjustable steering column
- One hand one motion fold-flat rear seats
- Fold-flat front passenger seat
- Adjustable load floor in luggage compartment for easy loading of cargo
- Centre rear seat head restraint
- Headlight courtesy delay
- Manual Air Conditioning (option)

\*Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.



**Leather-trimmed steering wheel**  
(Standard)

**Trip computer**  
(Standard)

**Heated door mirrors**  
(Standard)

**Body colour door handles**  
(Standard)

**12v power socket in rear**  
(Standard)

**Glovebox illumination**  
(Standard)



## Zetec

### Additional to Studio

- 15" 5-spoke alloy wheels
- Halogen projector headlights with LED day running lights
- Front fog lights
- Chrome side window finisher
- Manual air conditioning
- DAB digital radio/CD with AUX connection
- Ford SYNC (includes Bluetooth® and USB connection) (option)
- Quickclear heated windscreen
- Leather-trimmed steering wheel
- Leather-trimmed gearshift knob
- Ambient lighting in front compartment including footwells and centre console stowage
- Global Opening/Closing: One-touch remote control opening/closing of all side windows simultaneously
- Child observation mirror
- Fuel computer
- Driver's sunglasses holder

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**Halogen projector headlights with LED day running lights**  
(Standard)

**High gloss black front grille with chrome surround**  
(Standard)

**EATC**  
(Standard)

**Cruise control**  
(Standard)

**Ambient lighting in front compartment including footwells and centre console stowage**  
(Standard on Zetec and Titanium)

**Driver's seat and centre rear seat armrests**  
(Standard)



## Titanium

### Additional to Zetec

- 16" 15-spoke alloy wheels
- Sony DAB radio/CD with Ford SYNC (includes Bluetooth® and USB connection)
- High gloss black front grille with chrome surround
- Electronic Automatic Temperature Control (EATC) air conditioning
- Cruise control
- Luxury front and rear floor mats
- Driver's seat and centre rear seat armrests
- Driver's seat with adjustable lumbar support
- Powerfold Door Mirrors
- Auto-dimming interior rear view mirror, auto headlamps and rain sensitive wipers

# The range

With a great choice of series and engines, there’s a Ford B-MAX to meet every need.



## Studio

Key features

- Body colour bumpers
- Electronic Stability Programme (ESP) with electronic brake-force distribution, Emergency Brake Assist
- Intelligent Protection System with front\*, side (thorax only), knee and curtain airbags
- Front Passenger’s Airbag Deactivation\*
- Deflation Detection System (DDS) for detection of low tyre pressure
- Ford Easy-Fuel capless refuelling system
- Electrically-operated door mirrors with integrated side indicators
- Electrically-operated front and rear windows, with one-touch opening and closing
- Remote central locking with two flip keys
- Driver’s seat with manual height adjust
- Height- and reach-adjustable steering column
- One hand one motion fold-flat rear seats
- Fold-flat front passenger seat
- Adjustable load floor in luggage compartment for easy loading of cargo
- Centre rear seat head restraint
- Headlight courtesy delay
- Manual air conditioning (option)

Engines

- Petrol
- 1.4 Duratec 90 PS (66 kW)

## Zetec

Additional to Studio

- 15" 5-spoke alloy wheels
- Halogen projector headlights with LED day running lights
- Front fog lights
- Hill Start Assist\*
- Chrome side window finisher
- Manual air conditioning
- DAB digital radio/CD with AUX connection
- Ford SYNC (includes Bluetooth® and USB connection) (option)
- Quickclear heated windscreen
- Leather-trimmed steering wheel
- Leather-trimmed gearshift knob
- Ambient lighting in front compartment including footwells and centre console stowage
- One-touch remote control opening/closing of all side windows simultaneously
- Child observation mirror
- Fuel computer
- Driver’s sunglasses holder

Engines

- Petrol
- 1.4 Duratec 90 PS (66 kW)
- 1.0 EcoBoost 100PS (74kW)
- 1.6 Duratec TI-VCT 105 PS (77 kW)
- Diesel
- 1.5 Duratorq TDCi 75 PS (55 kW)

## Titanium

Additional to Zetec

- 16" 15-spoke alloy wheels
- Sony DAB radio/CD with Ford SYNC (includes Bluetooth® and USB connection)
- High gloss black front grille with chrome surround
- Electronic Automatic Temperature Control (EATC) air conditioning
- Cruise control
- Luxury front and rear floor mats
- Driver’s seat and centre rear seat armrests
- Driver’s seat with adjustable lumbar support
- Heated front seats (option)
- Powerfold door mirrors
- Auto-dimming interior rear view mirror, auto headlamps and rain sensitive wipers

Engines

- Petrol
- 1.0 EcoBoost 100 PS (74 kW)
- 1.0 EcoBoost 120 PS (88 kW) with Auto-Start-Stop
- 1.6 Duratec Ti-VCT 105 PS (77 kW)
- Diesel
- 1.6 Duratorq TDCi ECONetic 95 PS (70 kW)

\*Hill Start Assist is not available with 1.4 petrol engine.

**\*Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger’s airbag. The safest place for children is properly restrained on the rear seat.**

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## Wheels

A range of distinctive alloy wheels designed to be the perfect complement to the dynamic styling of your Ford B-MAX.

### Eibach® suspension-lowering kit\*

Enhances driving performance and handling as well as giving a more sporty appearance. Lowers the car by approximately 25 mm. (Accessory)



15" 12-spoke wheel cover  
(Standard on Studio)



15" 5-spoke alloy wheel  
(Standard on Zetec)



16" 11-spoke alloy wheel  
(Option on Zetec)



16" 15-spoke alloy wheel  
(Standard on Titanium)



17" 5-spoke alloy wheel  
(Option on Titanium as part of a pack)

**Note** The 17" wheels and tyres available on Ford B-MAX are designed to deliver more sporting driving characteristics and a firmer ride quality compared to standard 15" and 16" wheels.  
+Item covered by third party supplier's warranty, please see back cover for details.

Sony digital radio/CD with 4.2" TFT colour multi-functional display

MP3-compatible with eight speakers (four front and four rear), remote audio controls, AUX and USB connection for external music devices and Ford SYNC including Ford Emergency Assistance, featuring hands-free Bluetooth®-enabled Voice Control System and audio streaming. (Standard on Titanium)



Ford SYNC with Emergency Assistance\*

Enjoy hands-free communication and entertainment with Ford SYNC. The voice-controlled system allows you to play music, make and receive hands-free calls and choose contacts from your phone's contact list with remarkably simple voice commands. It will even read your incoming text messages\* out for you. And Bluetooth®-enabled audio-streaming means you can stream your personal music collection directly from your mobile phone or other Bluetooth®-enabled device directly to your in-car audio system. Plus the Ford Emergency Assistance feature is designed to assist the driver to place a call with the emergency services. Delivering convenience and safety, Ford SYNC's voice-activation means you will be able to keep your hands on the wheel and your eyes on the road.

\*Ford Emergency Assistance available from autumn 2012 and operates in over 30 European countries. This feature works when paired with a compatible mobile phone that is with you when any airbag is deployed or the fuel pump is shut off. \*Text messaging feature is not available in all countries. See your local Ford website for information on both.  
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Infotainment

Fill your B-MAX with your favourite music – and connect to the outside world – with a choice of superb audio, navigation and entertainment systems. Easy to use and with exceptional performance, just sit back and enjoy.



DAB Radio/CD with starburst multi-functional display

MP3-compatible with six speakers (four front and two rear), remote audio controls, AUX connection for external music devices. (Standard on Studio and Zetec)

**Note** Accent trim surround shown may not reflect current colour specification



DAB Radio/CD with 3.5" dot matrix multi-functional display

MP3-compatible with six speakers (four front and two rear), remote audio controls, AUX and USB connection for external music devices and Ford SYNC including Ford Emergency Assistance, featuring hands-free Bluetooth® -enabled Voice Control System and audio streaming. (Option)



Sony radio/CD/SD-navigation system with 4.2" TFT colour multi-functional display®

CD/SD-navigation system featuring an enhanced instrument cluster navigation display with easy-to-follow route guidance. Standard audio features as Sony radio/CD, with DAB technology optional. (Option on Titanium, n/a from launch)



Portable Navigation

Leave your maps behind with a simple and intuitive mobile GPS navigation system. Please contact your Ford Dealer for details. (Accessory)

USB interface

Built-in connectivity for your iPod®, MP3 player or USB stick. Lets you listen to, and operate, your player via the car's audio system.

†Item covered by third party supplier's warranty, please see back cover for details.  
The HTC logo is a trademark of HTC Corporation.  
iPod® and iPhone® are trademarks of Apple Inc.  
\*Available in mid 2013.





#### Load retention guard, first row<sup>(1)</sup>

Sturdy, full-height mesh barrier located behind the front seats. Provides a larger area for longer loads to be carried securely within the luggage compartment. (Accessory)



#### Load retention guard, second row<sup>(1)</sup>

Robust, half-height retention guard fits behind second row seats to help keep dogs or items of luggage in the luggage compartment. (Option and accessory)



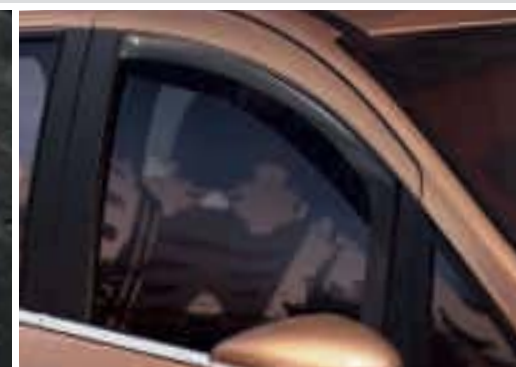
#### Anti-slip mat

Waterproof mat protects luggage compartment from dirt, wear and tear. (Accessory)



#### Rubber floor mats, front and rear

Protect the carpet from dirt and wet items. (Accessory)  
Velour version also available. (Option and accessory)



#### ClimAir® wind deflector<sup>+</sup>

Reduces wind turbulence and noise, allowing you a more enjoyable drive with the front windows down, even during light rain. (Accessory)



#### Scuff plates, front and rear with 'B-MAX' script

Welcome you on board and protect the paintwork. (Accessory)



#### Rear spoiler, painted in body colour

Gives an aerodynamic finish to the roof line. (Option and accessory)



#### Luggage compartment organiser

Two-piece design Styrofoam box located under load floor. One side comes complete with cover and can be used as a passive cooling box. (Option as part of a pack and accessory)



#### Luggage compartment mat, reversible and foldable

Luggage compartment protection. Reversible design: carpet or durable rubber – with flap to protect rear bumper during loading. (Option as part of a pack and accessory)



#### Rear seat back net

A handy storage net fixed to the rear seat head restraint pillars. Complete with shoulder strap, your items can be conveniently removed and carried with ease. (Option as part of a pack and accessory)

## Enhanced versatility

We all use our cars in different ways. Whether you're working, shopping, enjoying the great outdoors or taking the family out for the day, your Ford Dealer can help you adapt your new Ford B-MAX to your lifestyle with a wide range of Ford accessories.

#### Thule® roof bike carrier<sup>+</sup>

Lockable carrier designed for frames up to 80 mm in diameter. (Accessory)



#### Roof rails, aluminium

Stylish roof rails enhance your Ford B-MAX's appearance and versatility and are required to attach roof cross bars. (Accessory)

#### Roof cross bars, lockable

Made from solid aluminium. Aerodynamic, with a maximum load capacity of 60 kg. This is the base for all roof attachments shown. (Accessory)

#### Thule® ski/snowboard carrier<sup>+</sup>

For up to six pairs of skis. Thule® Deluxe 727 shown. (Accessory)



#### Thule® roof box<sup>+</sup>

A range of different sized boxes is available. Thule® Dynamic 800 shown. (Accessory)



#### Britax Römer® child seat with ISOFIX

Provides optimum all-round protection and comfort. Various child seats available for all ages. Removable and washable cover. (Accessory)



#### Waeco coolbox<sup>+</sup>

High-performance 21-litre capacity box cools to a minimum of 1°C. Integrated 230V AC connector. (Accessory)

#### Rear bumper protection shield

Stainless steel, high gloss polished. (Accessory)

#### Tow bar, detachable

For extra transport and stowage capability. (Option and accessory) Also available as fixed version. (Accessory)

#### Contoured mudflaps, front and rear

These practical hard-wearing mudflaps protect the bodywork from stone chips and help to keep your Ford B-MAX clean by reducing road spray. (Accessory)

#### Twinny International® rear bike carrier, tow bar-mounted<sup>+</sup>

Choose from a range of different carriers. (Accessory)

<sup>+</sup>Item covered by third party supplier's warranty, please see back cover for details.  
<sup>(1)</sup>Meets European ISO 27955 safety requirements.

# Your new Ford B-MAX

We have developed a simple four-step plan to help you choose, insure, finance and drive your new Ford B-MAX.

Bodystyle:

Series:

Engine:

Transmission:

Colour:

Trim:

Wheels:

Audio:

Options:

Option Packs:

Accessories:

Insurance quote:

Finance:

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\*\* Finance subject to status. Guarantee/indemnities may be required. Freepost Ford Credit.

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## Choose

Use the form opposite to specify your new car right down to the wheels, audio, options and accessories, then take it to your Ford Dealer. You can also specify your new car online using the Ford Configurator. It lets you instantly see what your car will look like – inside and out – from multiple angles. And a tally of your choices and their prices helps you keep to your budget. Visit [www.ford.co.uk/SBE/ConfigureYourVehicle](http://www.ford.co.uk/SBE/ConfigureYourVehicle)

## Insure

Top-of-the-range insurance shouldn't be an optional extra Ford Insure\* has Defaqto 5 Star Rating for its car insurance and is designed specifically with you in mind. So you can relax and drive safely in the knowledge that Ford Insure is with you every mile of the way. To learn more about Ford Insure or for a quote, call us today on 0800 048 0950 or visit [www.fordinsure.co.uk](http://www.fordinsure.co.uk)

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When it comes to financing your car, our size and expertise means we're well placed to provide you with a wide range of finance products. Ford Credit\*\* provides straightforward finance products for your car whether you are a private or business user. Ford Lease^ provides simple tailored funding solutions for your business. Business users only For more information about our finance products visit [ford.co.uk](http://ford.co.uk)

## Drive

When you drive away in your new car, we're with you all the way. Ford has the largest authorised service network in the UK to help you keep your car in the best condition. And should your new Ford ever require accident repair, a Ford Accident Repair Centre is the best place to get your car back to its pre-accident condition and on the road as quickly as possible.

To configure your Ford online visit [www.ford.co.uk/SBE/ConfigureYourVehicle](http://www.ford.co.uk/SBE/ConfigureYourVehicle)  
To look at finance for your Ford visit [www.fordcredit.co.uk/BuyingAndProtectingYourFord](http://www.fordcredit.co.uk/BuyingAndProtectingYourFord)  
Business users visit [www.ford.co.uk/FordForBusiness](http://www.ford.co.uk/FordForBusiness)



# Specifications

## Exterior equipment

	Studio	Zetec	Titanium
<b>Exterior design features</b>			
Bright finish on upper door line	–	●	●
Bumpers – Front and rear, body colour	●	●	●
Door handles – Body colour	–	●	●
Door mirrors – Self colour housing, electrically-operated, intergrated side indicator	●	–	–
Door mirrors – Body colour housing, heated, electrically-operated, intergrated side indicator	–	●	–
Door mirrors – Body colour housing, heated, electrically-operated, power-foldable, integrated side indicator	–	□	●
Doors – Ford Easy Access Door System	●	●	●
Front lower grille – Self colour with chrome surround	●	●	–
Front lower grille – High gloss with chrome surround	–	–	●
Front fog lights	–	●	●
Tailgate handle – Body colour	●	●	●
Rear spoiler – Body colour	–	○	○
<b>Wheel availability</b>			
Steel – 15"x6", 12-spoke wheel covers, 195/60 tyres	●	–	–
Alloy – 15"x6", 5-spoke, 195/60 tyres	–	●	–
Alloy – 16"x6½", 11-spoke, 195/55 tyres	–	○	–
Alloy – 16"x6½", 15-spoke, 195/55 tyres	–	–	●
Alloy – 17"x7", 5-spoke, 205/45 tyres	–	–	□
Tyre repair kit	●	●	●
Spare – Mini steel (n/a with Titanium X Pack)	○	○	○
Locking wheel nuts (only with alloy wheels)	–	●	●
<b>Exterior convenience features</b>			
Ford Easy-Fuel capless refuelling system	●	●	●
Headlights – Day running with reflector light	●	–	–
Headlights – Automatic on/off (includes autowipers with rain sensor and auto-dimming rear-view mirror)	–	–	●
Headlights – Courtesy delay	●	●	●
Headlights – LED day running with halogen projector light	–	●	●
Headlights – Twin chamber halogen reflector headlights	●	●	●
Wipers – Standard with variable intermittent wipe and electric wash	●	●	●
Wipers – Automatic with rain sensor (includes auto-dimming rear-view mirror)	–	–	●
Windscreen – Heated	–	●	●
<b>Option packs</b>			
City Pack – Rear parking distance sensors and electric/heated and power-foldable door mirrors.	–	○	○
Titanium X Pack – Partial leather seats, heated front seats, and 17" 5-spoke alloy wheels	–	–	○
Panoramic Roof (includes sunblind)	–	–	○
Rear Privacy Glass	–	○	○
Rear View Camera Pack – Rear view camera, front and rear parking sensors and powerfold mirrors	–	–	○
Tidy Pack – Reversible and foldable luggage compartment mat, luggage compartment organiser and rear seat back net	–	○	○

● = Standard, ○ = Optional, at extra cost, □ = Part of an option pack, at extra cost.

Specifications

Interior equipment

	Studio	Zetec	Titanium
Interior design features			
Door handle – Satin finish surround	●	●	●
Floor mats – Front and rear velour carpet mats	–	–	●
Gearshift knob – Leather-trimmed (manual transmission only)	–	●	●
Steering wheel – 3-spoke	●	–	–
Steering wheel – 3-spoke, leather-trimmed	–	●	●
Steering column – Rake- and reach-adjustable	●	●	●
Audio and communication systems			
Radio/CD with DAB, two-line display, standard integrated control panel, MP3 compatible, external AUX connection for external music devices, remote audio controls, six speakers (four front, two rear)	●	●	–
Radio/CD with DAB, 3.5" dot-matrix display, extended integrated control panel, Ford SYNC (Bluetooth® hands-free phone with Voice Control System and Ford Emergency Assistance, USB connectivity port with iPod® functionality, external AUX connection for external music devices, remote audio controls, six speakers (four front, two rear)	◊	◊	–
Sony radio/CD with DAB, 4.2" TFT display, branded integrated control panel, Ford SYNC (Bluetooth® hands-free phone with Voice Control System and Ford Emergency Assistance, USB connectivity port with iPod® functionality, external AUX connection for external music devices, remote audio controls, eight speakers (four front, four rear)	–	–	●
Climate control			
Air conditioning – Manual control	◊	●	–
Air conditioning – Electronic Automatic Temperature Control (EATC)	–	–	●
Interior convenience features			
Ford Power Starter Button	–	–	●
Cruise control (includes full leather-trimmed steering wheel and remote audio controls)	–	–	●
Centre console – Includes stowage tray, bottle/can holder, CD stowage and 12 V front power point	●	–	–
Centre console – Includes stowage tray, bottle/can holder, CD stowage and front and rear 12 V power points	–	●	●
Child observation mirror, located in overhead console to watch children	–	●	●
Courtesy lights – Front	●	–	–
Courtesy lights – Front, with map-reading lights	–	●	●
Courtesy lights – Ambient lighting in front compartment, footwell and centre console stowage	–	●	●
Glovebox illumination	●	●	●
Rear view mirror – Auto-dimming (included in rain sensing wipers)	–	–	●
Windows – Electrically-operated front and rear with one-touch lowering/closing	●	●	●
Windows – One-touch remote control opening/closing of all side windows simultaneously (global closing)	–	●	●
Sunglasses holder – Driver's	–	●	●
Trip/fuel computer	–	●	●

Interior equipment

	Studio	Zetec	Titanium
Seats			
Front seat – Driver's manual height and fore/aft adjustment	●	●	●
Front seat – Driver's manual lumbar support adjustment	–	–	●
Seats – Partial leather-trimmed (including heated front seats and only available as part of the Titanium X Pack)	–	–	□
Front seats – Driver's seat armrest	–	–	●
Front seat – Passenger's manual fore/aft adjustment	●	●	●
Front seats – Heated cushion and seatback	–	–	◊
Front seats – Passenger's fold-flat seat with hard seat back	●	●	●
Front seats – Seatback map pockets	●	●	●
Rear seat – 'One Hand One Motion' fold and dive mechanism	●	●	●
Rear seat – 60:40 split back and fixed cushion	●	●	●
Rear seat – Folding centre armrest	–	–	●
Loadspace			
Removable package tray	●	●	●
Adjustable load floor – Articulated for use as a divider (including hand-free 60º opening/fixing system)	●	●	●
Luggage compartment organiser (located beneath adjustable load floor)	–	□	□
Reversible and foldable luggage compartment mat	–	□	□
Dog Guard – Loadspace retention guard (2nd row only)	–	◊	◊
Rear seat back net	–	□	□
Tie-down hooks	●	●	●
First aid kit strap and warning triangle storage	●	●	●

● = Standard, ◊ = Optional, at extra cost, □ = Part of an option pack, at extra cost. The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. Other trademarks and trade names are those of their respective owners. **Note:** Sony radio/CD/SD-navigation system with 5.0" TFT colour multi-functional display will be available in 2013.

# Specifications

## Safety and security

	Studio	Zetec	Titanium
Safety			
Intelligent Protection System (IPS)	●	●	●
Electronic Stability Programme (ESP) with Emergency Brake Assist (EBA) and Traction Control	●	●	●
Hill Start Assist (not available with 1.4 Duratec petrol engine)	–	●	●
Emergency Brake Warning – Automatic flashing of hazard warning lights under heavy braking.	●	●	●
Airbags – Driver's and front passenger's (single stage)	●	●	●
Airbag – Front passenger's airbag de-activation switch	●	●	●
Airbags – Curtain airbag (front and rear) – Front side airbag (thorax only) and driver's knee airbag	●	●	●
Active City Stop	–	○	○
Deflation Detection System (DDS)	●	●	●
Seats – ISOFIX mounting provision for child seat	●	●	●
Security			
Remote central/double locking	●	●	●
Thatcham Category 1 perimeter and volume-sensing alarm	–	○	●
Ford Key Free System	–	–	○

● = Standard, ○ = Optional, at extra cost, □ = Part of an option pack, at extra cost. **\*Note: A child seat should never be placed in the front passenger seat when the Ford vehicle is equipped with an operational front passenger's airbag. The safest place for children is properly restrained on the rear seat.**

## Mechanical features

	Studio	Zetec	Titanium
Brakes			
Brake System – Smart regenerative charging (not available with 1.4 Duratec and 1.6 Duratec Ti-VCT petrol engines)	●	●	●
Steering			
Electric power-assisted steering (EPAS)	●	●	●
Suspension			
Suspension – Front stabiliser bar	●	●	●
Technology			
Ford Eco Mode (driver information system)	–	●	●
Auto-Start-Stop system (standard on 1.0 EcoBoost (120 PS) engine)	–	–	●

● = Standard, ○ = Optional, at extra cost.

## Fuel, performance and emissions

	Euro Stage	Trans	Maximum Power	Torque Nm (Nm with overboost)	CO <sub>2</sub> emissions (g/km)	Fuel consumption		Combined	Performance		
						Urban	Extra Urban		Max. speed (mph)	0-62 mph (secs)	31-62 mph* (secs)
5 Door											
1.0 EcoBoost (100 PS (74 kW))	Euro Stage V	M5	100 (74)	170	119	42.8	65.7	55.4	109	13.2	12.1
1.0 EcoBoost (120 PS (88 kW)) with Auto-Start-Stop	Euro Stage V	M5	120 (88)	200	114	47.1	67.3	57.7	117	11.2	9.7
1.4 Duratec (90 PS (66 kW))	Euro Stage V	M5	90 (66)	128	139	35.8	57.7	47.1	106	13.8	20.4
1.6 Duratec Ti-VCT (105 PS (77 kW))	Euro Stage V	DPS6 (PowerShift)	105 (77)	150	149	32.8	55.4	44.1	112	12.1	n/a
1.5 Duratorq TDCi (75 PS (55 kW))	Euro Stage V	M5	75 (55)	190	109	58.9	74.3	68.9	98	16.5	16.5
1.6 Duratorq TDCi (95 PS (71 kW)) with DPF	Euro Stage V	M5	95 (71)	215	104	60.1	78.5	70.6	108	13.9	14.2

\*In 4th gear. °Ford test figures. °°The declared fuel consumptions and CO<sub>2</sub> emissions are measured according to the technical requirements and specifications of European Directive 80/1268/EEC or the European Regulation (EC) 715/2007 amended by (EC) 692/2008. Fuel consumption and CO<sub>2</sub> emissions are specified for a vehicle type and not for a single car. The applied standard test procedure enables to compare between different vehicle types and different manufacturers. This information is not part of any product offer made. Real-world fuel consumption can vary as the fuel efficiency of a vehicle is influenced by (individual) car configurations, driving behaviour, use of technical equipment such as A/C, as well as other non-technical factors. **Note** All vehicles are Durashift 5-speed manual unless otherwise stated. BP Ultimate, a range of advanced performance fuels, is the perfect partner to meet the most demanding needs of Ford's class-leading technology. BP Ultimate can boost power and acceleration, lower exhaust emissions and improve fuel economy, compared with ordinary fuels. \*\*With transient overboost function (170 Nm without transient overboost function).

Weights and loads

	Euro Stage	Kerbweight (kg)	Gross Vehicle Mass (kg)	Gross Train Mass (8%) (kg)	Gross Train Mass (12%) (kg)	Max. Towable Mass (braked) (8%)	Max. Towable Mass (braked) (12%)	Max. towable Mass (kg)
5-door								
1.0 EcoBoost (100 PS (74 kW)), Durashift 5-speed manual	Euro Stage V	1279	1760	n/a	2510	n/a	750	635
1.0 EcoBoost (120 PS (88 kW)) with Auto-Start-Stop, Durashift 5-speed manual	Euro Stage V	1279	1760	n/a	2510	n/a	750	635
1.4 Duratec (90 PS (66 kW)), Durashift 5-speed manual	Euro Stage V	1275	1745	2495	2345	750	675	635
1.6 Duratec Ti-VCT (105 PS (77 kW)), PowerShift 6-speed auto	Euro Stage V	1308	1780	2530	2180	750	480	480
1.5 Duratorq TDCi (75 PS (55 kW)), Durashift 5-speed manual	Euro Stage V	1307	1780	2530	2280	750	575	575
1.6 Duratorq TDCi (95 PS (71 kW)) with DPF, Durashift 5-speed manual	Euro Stage V	1310	1780	2530	2280	750	575	575

<sup>a</sup>Represents the lightest kerbweight assuming driver at 75 kg, full fluid levels and 90% fuel levels, subject to manufacturing tolerances and options, etc., fitted. **Towing limits** quoted represent the maximum towing ability of the vehicle at its Gross Vehicle Mass to restart on a 12 per cent gradient at sea level. The performance and economy of all models will be reduced when used for towing. **Nose weight limit** is a maximum of 75 kg on all models. **Gross Train Mass** includes trailer weight.

Dimensions

	5-door
Overall length (mm)	4077
Overall width with mirrors (mm)	2067
Overall width without mirrors (mm)	1751
Overall width with mirrors folded (mm)	1857
Overall height (max) (mm)	1604
Minimum distance between wheel arches (in luggage compartment) (mm)	996
Turning circle – kerb to kerb (m)	10.4
Luggage capacity (litres) <sup>†</sup>	
5-seat mode (with tyre repair kit)	318
5-seat mode (with 16" steel spare)	304
2-seat mode (with tyre repair kit)	1386
2-seat mode (with 16" steel spare)	1372
Fuel tank capacity (litres)	
Petrol	48
Diesel	47

<sup>†</sup>Measured in accordance with ISO 3832. Dimensions may vary dependent on the model and equipment fitted.

Ford Warranty and Servicing Plans

	All Models
3-year/60,000mile* Ford Protect Classic Plan Warranty	●
1-year/unlimited mileage* Ford Assistance Roadside Cover (UK and Europe)	●
TBC-year/TBC-mile* Ford Protect Premium Plan, including scheduled servicing and extended Ford Assistance	○
1-year/unlimited mileage* Paint Warranty	●
12-year/unlimited mileage* Perforation Warranty	●

● = Standard, ○ = Optional, at extra cost.  
\*From the date of first registration. Subject to terms and conditions.

Colour and trim

Model	Studio	Zetec	Titanium			
Trim	Hexagon in Ebony	New York in Ebony	New York in Medium Light Stone	New York in Ebony	New York in Medium Light Stone	New York in Ebony
Seat bolster trim and colour	Gecko in Ebony with Grey stitching	Lux in Ebony	Lux in Medium Light Stone	Lux in Ebony	Lux in Medium Light Stone	Torino leather in Ebony*
Door trim and colour	Gecko in Ebony	Ambassador in Ebony	Ambassador in Ebony	Ambassador in Ebony	Ambassador in Ebony	Taurus in Ebony
Centre stack bezels/ Door handle deco strips	Neptune Grey/ Black	Royal Black Gloss/ Royal Black Gloss	Royal Black Gloss/ Royal Black Gloss	Royal Black Gloss/ Royal Black Gloss	Royal Black Gloss/ Royal Black Gloss	Royal Black Gloss/ Royal Black Gloss
Upper instrument panel/ Environment colour	Ebony/Ebony	Ebony/Ebony	Ebony/Medium Light Stone	Ebony/Ebony	Ebony/Medium Light Stone	Ebony/Ebony
Solid						
Blazer Blue	●	●	●	●	●	●
Frozen White	○	○	○	○	○	○
Race Red	●	●	-	●	-	●
Metallic						
Burnished Glow	-	○	○	○	○	○
Ink Blue	-	○	○	○	○	○
Mars Red	-	○	-	○	-	○
Midnight Sky	-	○	○	○	○	○
Moondust Silver	○	○	○	○	○	○
Nautical Blue	-	○	-	○	-	○
Panther Black	○	○	○	○	○	○
Tectonic Silver	-	○	○	○	○	○

● = Available, ○ = Optional at Extra Cost

# Make it yours

Choosing the colour and trim for your new Ford B-MAX is an opportunity to make it just exactly that – yours!



**Frozen White**  
Solid body colour\*



**Race Red**  
Solid body colour



**Blazer Blue**  
Solid body colour



**Moondust Silver**  
Metallic body colour\*



**Mars Red**  
Metallic body colour\*



**Nautical Blue**  
Metallic body colour\*



**Ink Blue**  
Metallic body colour\*



**Midnight Sky**  
Metallic body colour\*



**Panther Black**  
Metallic body colour\*



**Tectonic Silver**  
Metallic body colour\*



**Burnished Glow**  
Metallic body colour\*

\*At extra cost.  
The Ford B-MAX is covered by the Ford Perforation Warranty for 12 years from the date of first registration. Subject to terms and conditions.  
**Note** The car images used are to illustrate body colours only and may not reflect current specification or product availability in certain markets. Colours and trims reproduced within this brochure may vary from the actual colours, due to the limitations of printing processes used.



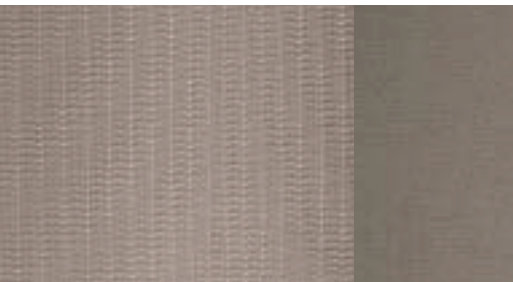
**Studio**

Seat insert: Hexagon in Ebony  
Seat bolster: Gecko in Ebony



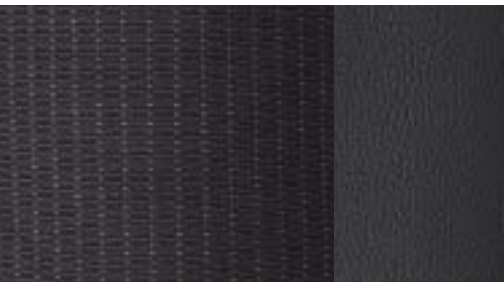
**Zetec and Titanium**

Seat insert: New York in Ebony  
Seat bolster: Lux in Ebony



**Zetec and Titanium**

Seat insert: New York in Medium Light Stone  
Seat bolster: Lux in Medium Light Stone



**Titanium**

Seat insert: New York in Ebony\*  
Seat bolster: Torino leather in Ebony\*  
(Only available with the Titanium X Pack)



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**Illustrations, descriptions and specifications.** This catalogue was correct at the time of going to print. However, Ford policy is one of continuous product development. The right is reserved to change specifications, colours and prices of the models and items illustrated and described in this publication at any time. For the latest details always consult your Ford Dealer. **Optional equipment.** 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. **Note.** 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. **Note.** This brochure contains both original Ford accessories as well as a range of products from our suppliers. **†**The identified accessories are carefully selected third party supplier branded accessories which do not come with a Ford warranty but are instead covered by the third party supplier's own warranty, the details of which can be obtained from your Ford Dealer. **Note.** The Bluetooth® word mark and logos are owned by the Bluetooth SIG, Inc. and any use of such marks by Ford Motor Company is under licence. The iPod word mark and logos are the property of Apple Inc. Other trademarks and trade names are those of their respective owners.

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Ford 1.0-litre EcoBoost



**New Engine**  
Ford 1.0-litre EcoBoost



**Sub 1-litre**  
Ford 1.0-litre EcoBoost



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