



Ford Ranger Raptor Arrives in Myanmar, Bringing Off-Road Experience to a New Level

- The high-speed, off-road performance Ranger Raptor comes factory-ready with everything needed to tackle the toughest off-road environments
- The Ranger Raptor is equipped with a new 2.0-liter Bi-Turbo diesel engine and ten-speed transmission; standard front and rear FOX Racing Shox shock absorbers; and innovative all-new Watt's linkage rear suspension with coilover rear springs
- The Ranger Raptor is priced at xx and available for customer bookings at Ford dealerships nationwide

Yangon, Myanmar , 2nd Aug, 2019 – Ford Motor Company together with Capital Automotive Co.,Ltd today launched the highly anticipated Ford Ranger Raptor in Myanmar. With Ford Performance DNA at its core, the Ranger Raptor pushes the limits in technology, innovation and driving excitement, setting a new benchmark in off-road capability.

The Raptor is priced at 67,750 USD and available in five enticing colors, including Lightning Blue, Race Red, Shadow Black, Frozen White and the Ranger Raptor's unique Hero color, Conquer Grey.

"We are thrilled to unleash Ford Performance version of the highly successful Ford Ranger pickup truck to our customers in Myanmar," said Truong Kim Phong, managing director, Asia Pacific Emerging Markets, Ford Motor Company. "Building on the Ranger's renowned 'Built Ford Tough' character, and Ford Performance DNA, the Ranger Raptor is set to revolutionize the market for pickup truck enthusiasts."

"Ford performance vehicles bring a different type of customers into our showrooms, and the Ranger Raptor will attract new customers looking for a Ranger with immense off-road capability like no other," said Mr. Mike Pease.

Designed with purpose

The Ranger Raptor's bold and tough exterior boasts Ford Performance DNA with iconic FORD block-letter grille and muscular haunches, while its imposing stance with 283mm of ground clearance and 150mm wider front and rear track shows that this is a serious off-road performance truck.

More than just tough looks, Raptor's distinct design elements are also functional. The front fenders are made from durable composite materials for exciting off-road adventures. The front bumper includes new LED fog lamps with air-curtain ducts, which reduce air resistance. The flared shape of the fenders have been designed to accommodate the long travel suspension and off-road tires.

On the inside, the Ranger Raptor is unmistakably all about Ford Performance. The sports seats are uniquely designed and trimmed in Technical Suede for maximum grip, providing optimum support during high-performance off-road driving, or while cruising in town.

Other sporting details distinguishing the Raptor include blue stitching and leather accents, as well as the aggressively-styled instrument cluster. The steering wheel features perforated leather hand grip sections, paired with Raptor DNA lightweight magnesium paddle shifters for crisp gear changes. The Raptor logo is debossed into the spoke bezel of the steering wheel and an "On-Centre" marker – a red stripe at the top-middle of the wheel – gives confidence to know where the wheels are pointing.

Powerful Bi-Turbo performance

The Raptor's aggressive look is backed up by a new 2.0-liter Bi-Turbo diesel engine that delivers a maximum of 213PS (157kW) of power and 500Nm of torque. This innovative power plant offers both high performance and efficiency, thanks to its combination of small, high pressure turbo and large, low-pressure turbo that work to provide performance when the driver demands it.

Additionally, drivers don't have to worry about whether the Raptor is up to the task of handling the stresses of high performance, as the powertrain has been designed from day one for the most powerful and highest stress applications. This includes running a thermal cycle on the engine, heating both turbos to the point of glowing red for 200 hours non-stop. The high grade alloy turbo housing ensures durability up to 860°C exhaust temperature, while the turbo bearings and low-pressure turbo are being water cooled to reduce temperature and protect the air induction components.

Unrivalled efficiency and a tough core

The cutting-edge bi-turbo engine has been carefully calibrated with Ford's latest ten-speed auto transmission technology to deliver more top-end power, more bottom-end torque, improved acceleration, and quicker gear changes.

Under the skin, the Ranger Raptor's unique chassis frame is newly-developed and extensively modified for high speeds and endurance off-road. Built to withstand high-impact off-road encounters, Ranger Raptor's frame consists of various grades of high-strength low-alloy (HSLA) steel.

Take on the Baja

Just to further underline its off-road racing credentials, the Ranger Raptor's Terrain Management System (TMS) includes an exciting Baja ('baha') mode, inspired by Mexico's famous Baja Desert Rally, and enables ultra-responsive, high-speed off-road performance. In this mode, vehicle systems like Traction Control are pared back to allow spirited off-road driving without intervention from the vehicle's on-board systems. Gear selection is optimized for maximum performance, and the mapping will hold gears longer and downshift more aggressively.

Control for any terrain

To better handle the crunching jumps and wild rides of off-road pursuits, the Ranger Raptor's Position Sensitive Damping (PSD) shock absorbers are exclusively manufactured by FOX, designed to provide higher damping forces at full bounce and rebound to enable better off-road capabilities, and lower damping forces in the mid-travel zone for class-leading on-road comfort. The rear suspension has been specifically crafted to tackle tough terrain at high-speed while remaining in complete control and comfort, offering the best of both worlds.

Ranger Raptor's specially developed BF Goodrich All-Terrain 285/70 R17 KO2 tires offer a tough sidewall to navigate all environments with confidence. Its aggressive tread pattern can handle wet, mud, sand and snow conditions.

The braking system on the Ranger Raptor offers extreme stopping power through new and bespoke components. The front twin-piston calipers have been increased by 9.5mm in diameter and feature ventilated rotors in an impressive 332 x 32mm size. Also, for the first time on a Ranger, disc brakes at the rear include a brake actuation master cylinder and booster to increase braking performance, as well as ventilated 332 x 24mm rear rotors and a new 54mm caliper.

Safety and convenience

The Ranger Raptor is loaded with safety and convenience features that make it suitable for both on and off-road. A host of Driver-Assist Technologies are available at the push of a button, incorporating unique design features tailored for the Ranger Raptor.

For instance, the Satellite Navigation System offers a “breadcrumb” feature to leave a trail in uncharted areas – perfect for the serious off-roader, while SYNC3 keeps drivers connected, entertained, and on track. Taking safety as the first priority, Ranger Raptor is equipped with Ford Stability Control, incorporating Roll Mitigation Function utilizing clever sensors to anticipate and minimize oversteer, understeer and rollover incidents.

“Everything about the Ranger Raptor builds on the already outstanding sophisticated feel and functional capability of the Ranger, and then goes further. From a driving dynamics and fun standpoint, it is really an exceptionally special truck,” said Damien Ross, chief program engineer, Ford Ranger Raptor.

For details, visit: <https://ford-myanmar.com/>

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