**Ford Presents Pioneering All‑New Fiesta R2 with 1.0‑litre EcoBoost at Geneva Motor Show**

* Ford at the Geneva Motor Show displays innovative all-new Fiesta R2 rally car powered by Ford’s award-winning 1.0-litre EcoBoost engine
* M-Sport and Ford-developed Fiesta R2 will be the first direct injection 1.0-litre, 3-cylinder car homologated by the FIA to this category.
* Based on standard Fiesta, R2 racer adds rally-bred transmission, brakes and suspension; makes competitive debut at Rally de Portugal in May

**GENEVA, March 3, 2015** – Ford Motor Company today presented the all-new Fiesta R2 rally car at the 2015 Geneva Motor Show.

Developed by M-Sport with support from Ford – and powered by the 1.0-litre, 3-cylinder EcoBoost engine named International Engine of the Year for an unprecedented third year in a row in 2014 – the Fiesta R2 will be the first car homologated by the FIA under new regulations that allow 1.0-litre turbocharged cars to compete in the R2 rally class.

Featuring significantly revised, race-bred transmission, brakes and suspension, the Fiesta R2 also will be the first 1.0-litre direct injection vehicle ever homologated by motorsport’s governing body, and delivers an evolution in performance in its competition class.

“Ford is delighted to have been a part of this innovative and world-leading project alongside our rally partners M-Sport,” said Gerard Quinn, head of racing for Ford Performance in Europe. “The launch of the 1.0-litre Ford Fiesta R2 now means that drivers can experience EcoBoost technology on track and rally stage from a very early age.”

“The combination of this remarkable 1.0-litre engine and chassis dynamics will continue to give the Fiesta R2 a winning edge in the FIA R2 rally category,” Quinn added. “The car sounds amazing, recalling powerful cars from the golden years of Group B rallying.”

Launched in 2010, the first generation Fiesta R2 was the first ever global rally car, and the first step on the Blue Oval's Ladder of Opportunity, created to provide young drivers with the perfect platform to launch their rallying careers on the global stage. Offering proven race-winning technology, the Fiesta R2 has demonstrated reliability in rally stages around the world including World Rally Championship (WRC) events. The natural progression for a winning driver in the R2 category is to move on to the highly successful Fiesta R5 and ultimately the Fiesta RS WRC.

Up-and-coming drivers are able to progress through the rallying ranks at the wheel of products designed and developed by M-Sport with support from Ford – from grass roots to the highest level. More than 250 Fiesta R2 cars are now in active competition across the globe – helping young talent develop with numerous class victories and championship laurels to their name.

The all-new Fiesta R2 will be driven by competitors in the single-make Drive DMACK Fiesta Trophy series, first at the Rally de Portugal in May, and also in Finland, Germany, Poland and Spain. A cost-effective platform for drivers to experience the FIA WRC, the overall winner of the series in 2015 will secure the opportunity to compete in seven WRC 2 rounds with a Drive DMACK funded Ford Fiesta R5 the following season.

“The initial tests of the Fiesta R2 have been very encouraging and we will continue with the development over the next few months,” said Malcolm Wilson OBE, managing director, M‑Sport. “The Ford Fiesta R2 was one of our most successful models and the new evolution looks to provide an improvement in almost all areas of the car. Thanks to our continued support from Ford, the new and innovative 1.0-litre EcoBoost engine will provide a good step in performance and I am looking forward to seeing it in competition.”

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***Over Ford Motor Company***

*Ford Motor Company is gevestigd in Dearborn, Michigan (VS), en is een toonaangevend bedrijf in de auto-industrie. Het bedrijf houdt zich op zes continenten bezig met de fabricage of distributie van auto's.* *Het bedrijf beschikt wereldwijd over ongeveer 187.000 medewerkers en 62 fabrieken en exploiteert de merken Ford en Lincoln.* *Via Ford Motor Credit Company biedt het bedrijf financiële diensten aan.* *Ga naar* [*www.corporate.ford.com*](http://www.corporate.ford.com) *voor meer informatie over de producten van Ford.*

***Ford Europa*** *fabriceert, verkoopt en onderhoudt auto's van het merk Ford in 50 afzonderlijke markten en heeft ongeveer 47.000 werknemers in dienst. Joint ventures en zelfstandige activiteiten meegeteld, werken er ongeveer 66.000 mensen voor het bedrijf.* *Ford Europa bestaat uit Ford Motor Credit Company, Ford Customer Service Division en 23 productiefaciliteiten (12 eigen of geïntegreerde joint venture-faciliteiten en 11 zelfstandige joint venture-faciliteiten).* *De eerste auto's van Ford werden in 1903 naar Europa verscheept, hetzelfde jaar waarin Ford Motor Company is opgericht.* *De productie in Europa begon in 1911.*

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