**For immediate release**

**Going Rogue: Can the Ford Ranger Pickup Really Replace the Family Car?**

**DUBAI, UAE, June 7, 2020 –** While the pickup truck may have its origins as a practical work vehicle, the modern pickup has come to represent something far more significant by car buyers today.

The Ford Ranger is not only a phenomenal workhorse – trusted by government departments and primary industry operators globally – but it has also become a lifestyle vehicle of choice for families too.

With boosted levels of comfort, refinement, safety, technology and outright performance, Ranger’s move to the mainstream has helped ignite our sense for adventure with a versatile vehicle primed for action.

“Pickup trucks have long been the backbone of industry,” said Adriaan Coetzee, Director of Fleet and Commercial Vehicles. “But they’ve also become exciting family cars as well. Whether it’s as a fun vehicle for weekends away, or for carrying gear and equipment around town, the pickup says a lot about its owner. It says they’re prepared for anything, and that they’re ready to help where they can.”

But what is it about the Ford Ranger that makes it the perfect replacement for the traditional family car? We’ve outlined five ways the Ranger makes transitioning from a family sedan to a truck that much smoother.

**It’s safe**

Ranger comes pre-loaded with a class-leading safety package that combines traditional safety features with innovative, state-of-the-art driver assist technologies. Features such as Pre-Collision Mitigation System with Pedestrian Detection which is incredibly helpful in slow moving traffic. The system works at speeds over 3.6km/h and is designed to detect if the car in front has unexpectedly stopped or a pedestrian has stepped out onto the road. The system can automatically apply the brakes if you don’t.

Ranger also features a Lane Departure Warning, which uses sensors to monitor road markings and detect whether you appear to be moving out of your lane unintentionally. If you happen to accidentally drift out of your lane, the steering wheel will vibrate to warn you and if you don’t return to your lane, the system will automatically help guide the Ranger back into its lane.

Ranger also comes with up to seven airbags including side and curtain airbags, along with a reinforced safety cell to ensure every journey is a safe one. Ranger’s elevated driving position and adjustable seats also give drivers a better view of the road ahead than they may otherwise get when driving a family car.

**It’s comfortable**

Pickups may have humble origins, but modern pickup trucks are designed to be far more refined and more like SUVs than pickups of the past, with more spacious cabins and intricate details that give them a more sophisticated feel.

Inside the Ford Ranger, the priority is space, comfort and functionality. With plenty of head and leg room in the back, the Ranger can comfortably fit a family of five for a weekend getaway. For added convenience, the Ranger’s large doors and positioning of the rear pillar make it easier to get in and out of the vehicle.

The Ford Ranger not only feels like a luxury vehicle, but it drives like one too. Thanks to a high-strength steel chassis and an upgraded suspension system, the Ranger’s smooth and quiet on-road manners make the long drive a pleasant experience.

**It’s easy to drive**

People fall in love with the Ranger because it is so easy to drive. The steering is nicely weighted, the view ahead is clear and uncluttered, and the driving position is far more comfortable than many SUVs on the market. Primary controls are laid out logically, and the quality materials help to elevate the look and feel of the interior.

Smart Keyless Entry and Push-Button Start means you can unlock the truck and start it without taking your keys out of your pocket.

At over five metres long (5359mm) and almost two metres wide (1850mm), you may think that Ranger would be difficult to thread into a parking space but Its rear-view camera displays virtual lines to help you park into the smallest of spaces. The camera activates automatically when you select reverse gear. And, if you’d like a little help, Ranger’s Active Park Assist with Parallel Parking not only finds the right sized parking space, but also automatically steers itself in for a perfect park while you simply take care of the throttle and brake work.

**It goes everywhere**

With an electronic shift-on-the-fly four-wheel-drive system, impressive front and rear clearance angles and an electronic diff lock, Ranger’s go-anywhere ability is unparalleled. Ranger’s 4x4 low-range is designed to tackle exceptionally challenging terrain, while Hill Decent Control Hill automatically applies braking, as needed, to slow the vehicle to a set speed in off-road downhill conditions. That, coupled with a class-leading wading depth of 800mm, means there’s very little that stands between you and your destination.

Ranger will not only get you to where you want to go, but it’ll help carry your gear there too. The cargo tray can take up to 1.2 tons of gear and equipment, while Ranger’s maximum tow capacity of up to 3.5 tons means you can pack everything you need for the long haul. Trailer Sway Control is incorporated to enable greater stability and control when towing.

**It’s smart**

Range-topping Ranger models come standard with the kind of technology you’ll find in luxury cars. Adaptive Cruise Control monitors the road and traffic ahead and adjusts your cruising speed accordingly, SYNC® 3 with My FordTouch® voice control with an eight-inch touchscreen gives you hands-free control of your phone, climate control and more, meaning you’re able to keep your hands on the wheel and eyes on the road ahead.

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