

Ford Philippines Boosts Performance Pickup Portfolio With New Ford Ranger Raptor 3.0L V6

• High performance 3.0L V6 Twin-Turbo EcoBoost Engine with 10-speed automatic transmission delivers 397PS max power and 583Nm max torque, enabling phenomenal performance on and off-road, and a class-exclusive electronically-controlled active exhaust system for mild-to-wild engine sounds

• Engineered to handle the most rugged terrain and deliver remarkable performance, the new Ranger Raptor 3.0L V6 has an enhanced suspension with Ford Performance-developed FOX 2.5-inch Live Valve internal bypass shock absorbers

• Venture further off-road leveraging the advanced permanent four-wheel drive system with an all-new electronically controlled on-demand two-speed transfer case coupled with front and rear locking differentials to easily handle difficult or rocky terrain

• Available at a starting retail price of P2,739,000 with 5-year warranty, the new Ranger Raptor 3.0L V6 will be sold in limited quantity of only 300 units at launch

• Off-road enthusiasts can check out the new Ranger Raptor 3.0L V6 on-display at the Ford booth at the Philippine International Motor Show on October 24-27, 2024 at the World Trade Center, Pasay City, Metro Manila

Ford Philippines is once again redefining the performance pickup segment as it officially brings the new Ford Ranger Raptor 3.0L V6 to the country, responding to the growing clamor and demand among off-road enthusiasts and communities.

The new Ranger Raptor 3.0L V6 is headlining the automotive company's line-up of vehicles on-display at the 9th Philippine International Motor Show (PIMS) happening on October 24-27, 2024 at the World Trade Center in Manila.

Designed to be more powerful and more capable, the new Raptor 3.0L V6 is engineered by Ford Performance to handle the most rugged terrain and deliver remarkable performance, raising the off-road performance bar as a pickup built for true enthusiasts.

"We are so excited to be finally launching the new Ranger Raptor 3.0L V6 in the Philippines," shares Mike Breen, managing director, Ford Philippines. "This product is a testament to our commitment of listening to our customers, especially off-road enthusiasts, who told us they want more power and capability in their Raptor. We look forward to the continued success of the Raptor brand in the country with the Ranger Raptor 3.0L V6 designed to take off-road driving to the next level."

More Power to Play

The latest version of the Ranger Raptor is pure power and performance with a 3.0L V6 twin-turbo EcoBoost engine that produces 397PS max power and 583Nm max torque mated to a performance-tuned 10-speed automatic transmission with an anti-lag system available in Baja mode intended for off-road use only. The anti-lag system is designed to keep the turbos spinning for up to three seconds allowing for faster resumption of acceleration out of corners or between gears when the driver gets back on the accelerator.

The 3.0L V6 Twin-Turbo EcoBoost engine boasts a compacted graphite-iron cylinder block, which is around 75 percent stronger and up to 75 percent stiffer

than the iron used in traditional castings. Ford Performance ensured the engine delivers immediate response to throttle inputs, and a race-bred anti-lag system enables rapid delivery of boost on demand.

The 3.0L V6 brings a different dynamic to the Ranger Raptor that will satisfy even the most hardcore performance enthusiast. The acceleration and raw performance of the new powertrain will leave enthusiasts grinning from ear-to-ear.

The Raptor's new engine delivers effortless acceleration on gravel, dirt, mud and sand. With an electronically-controlled active exhaust system that amplifies the exhaust note in four selectable modes (Quiet, Normal, Sport and Baja), the Raptor's vocal character ranges from mild to wild.

Customization at your fingertips

The Ranger Raptor's MyMode "R" button allows drivers to personalize everything from steering to suspension, exhaust mode, or engine auto stop/start activation, through to the four-wheel drive mode and even whether the rear electronic differential should be on or off. Drivers can choose their preferred engine exhaust sound, steering feel and suspension damping by pressing a button on the steering wheel or by selecting a drive mode that uses one of the following settings:

Exhaust Modes:



• Quiet – Designed to prioritize quietness over performance and sound. Great for keeping the peace with neighbors on early mornings.

• Normal – Intended for everyday use, this profile offers an exhaust note with presence while not being too loud for street use. This profile is applied by default to Normal, Slippery, Mud/Ruts and Rock Crawl modes.

• Sport – Offers a louder and more aggressive note, for when the driver wants to shake things up a little.

• Baja – This is the most aggressive of the exhaust profiles in both volume and note. It behaves more like a straight-through system in this setting and is intended for off-road use only.

Steering Modes:

• Normal – Developed to complement vehicle response during daily driving.

• Sport – Slightly less assist and damping for improved steering feel during spirited driving.

• Comfort – Slightly more assist for driver preference and daily driving ease.

• Off-road – Similar assist to Normal with added damping for improved control during off-road driving.

Suspension Modes:

• Normal – Developed to complement

vehicle response during daily driving.

• Sport – Slightly firmer suspension with emphasis on handling and control.

• Off-road – Maximizes suspension performance in extreme off-road environments.

Hardware for the Heavy Hitters

A high-performance off-roader like the Ranger Raptor needs the running gear to match. The tough, lightweight aluminum upper and lower control arms, long travel front and rear suspension and refined Watt's link rear end have been designed to deliver more control across rough terrain at high speed.

The suspension upgrades in the Ranger Raptor 3.0L V6 make the most of the new FOX Live Valve dampers. The suspension adapts in real time to enable exceptional on-road body control while absorbing corrugations and bigger ruts off-road with ease ensuring maximum control and performance.

Soaking up those humps and bumps FOX 2.5-inch Live Valve Internal Bypass shock absorbers with cutting-edge control technology offering position-sensitive damping capability. These shock absorbers are the most sophisticated ever on Ranger Raptor and are filled with Teflon™-infused oil that reduces friction by around 50 percent compared to those on the old generation Raptor.

While the hardware is FOX, the tuning and development work was carried



Helping the Ranger Raptor 3.0L V6 handle anything from smooth roads to mud and ruts and everything in between are up to seven selectable drive modes, including the off-road oriented 'Baja' mode for extreme high-speed off-roading.

Each selectable drive mode adjusts a number of elements from engine and transmission to ABS sensitivity and calibration, traction and stability controls, exhaust valve actuation, steering, throttle response and even the instrument cluster and center touchscreen. And depending on the mode, the color scheme of the digital displays changes to match the mode.

On-road

• Normal – designed for comfort, fuel efficiency and drivability

• Sport – more responsive for spirited on-road driving

• Slippery – for more confident driving on off-road slippery or uneven surfaces

Off-road

• Rock Crawl – providing optimum traction and momentum on loose surfaces

• Sand – for use in soft sand and deep snow conditions, optimizing power delivery and transmission shifts

• Mud/Ruts – for maximum grip off-road during launch and maintaining vehicle momentum

• Baja – tuned for high-speed off-road performance with all systems set for maximum attack

High Energy Design

Matching the enhanced capability of Ranger Raptor is a design that takes it to the next level. Emphasizing the width of the pickup are flared wheel arches, Ford truck DNA C-clamp headlights, bold F-O-R-D lettering on the grille, and the bumper that's separated from the grille.

The Matrix LED headlights with LED daytime running lights push lighting performance to new levels, featuring dynamic bending lights, glare-free high beam and auto dynamic levelling to deliver safer lighting for Ranger Raptor drivers as well as oncoming traffic.

The flared fenders accommodate muscular 17-inch wheel designs each wrapped in BFGoodrich® all-terrain KO2® tires. Functional vents, aero features, and tough, new design composite off-road side steps help enhance the look and functionality of the truck. At the rear, LED taillights provide a signature link to the front, while the precision grey rear bumper features an integrated step pad that is tucked up high to aid the truck's departure angle.

Inside, the theme continues to emphasize the off-road performance and high-energy nature of the exterior. The cabin features jet fighter-inspired sports seats – both in the front and rear

– that are not only more comfortable but more supportive during high-speed cornering. The Code Orange accents on the instrument panel, trim and seats are enhanced by Raptor's ambient lighting, which bathes the interior in an amber glow. A premium grade leather sports steering wheel with thumb swells, on-center marking and cast magnesium paddle shifters complete the picture.

Ranger Raptor boasts a fully digital cabin, with high resolution 12.4-inch digital cluster and 12-inch center touchscreen boasting Ford's SYNC® 4A connectivity and entertainment system, which offers both Apple and Android wireless smartphone connectivity. A premium Bang & Olufsen® with 10-speaker sound system and subwoofer provides the soundtrack to one's next adventure.

Raptor That Suits You

Available at a starting retail price of P2,739,000 with 5-year warranty, the Ranger Raptor 3.0L V6 is available in Arctic White, Absolute Black, Blue Lightning, Command Grey and Code Orange (additional P15,000). It will be sold in limited quantity of 300 units at launch.

Off-road enthusiasts can check out the new Ranger Raptor 3.0L V6 on-display at the Ford booth at the Philippine International Motor Show (PIMS) October 24-27, 2024 at the World Trade Center, Pasay City, Metro Manila.

Exclusive Deals At PIMS

Aside from seeing the Ranger Raptor 3.0L V6 at the Ford booth, customers can also check out the Territory, Everest, Explorer, Mustang, and Bronco on display at the PIMS. They can also test drive the Territory, Everest, Ranger, Explorer, Bronco and the Raptor 2.0L Bi-Turbo.

Customers looking for a premium mid-sized SUV can also take advantage of the bigger P400,000 cash discount when they get a Ford Explorer only during the 4-day PIMS.

Over P5 million worth of cash discounts and prizes are up for grabs for customers who will test drive and reserve a Ford vehicle during the 4-day event. Customers who test drive will get a P5,000 discount from their purchase of a Ford vehicle. Those who reserve on the spot will automatically get a P10,000 cash discount and an opportunity to avail of the Pick-a-Prize promotions, where they have the chance to win as much as P100,000 cash discount.

Other Pick-a-prize promotions include cash discounts of P50,000, P20,000 or P10,000, accessories pack, director's chair, air purifier, dash camera, fuel voucher, tire inflator, and premium bag.

VINFAST OFFICIALLY LAUNCHES VF 7 FOR SALE IN THE PHILIPPINES

VinFast has officially announced pricing and opened reservations for its five-seater VF 7 electric SUV during the 12th Philippines Electric Vehicle Summit (PEVS), marking the third VinFast vehicle available in the Philippine market after the VF 5 and VF 3 models. This launch also underscores VinFast's commitment to advancing green transportation in the Philippines and expanding its diverse electric vehicle offerings across Southeast Asia.

In the Philippines, the VF 7 will be available in two versions: Base and Plus, offering a variety of options tailored to meet the needs of different customers. Prices range from PHP 1,470,000

(battery subscription) to PHP 1,760,000 (battery included) for the Base version, and from PHP

1,730,000 (battery subscription) to PHP 2,380,000 (battery included) for the Plus version. The battery subscription plans starting at just PHP 6,300 per month, allowing for cost optimization based on travel needs.

Starting from October 24, customers can place a deposit of PHP 5,000 per vehicle through VinFast's official website or authorized dealerships (fully refundable as per VinFast's policy). Additionally, those who reserve their VF 7 before November 24, will be eligible for discounts of up to PHP 53,000 and receive attractive gifts valued at up to PHP 57,000.

Mr. Cao Ngoc Nguyen Duy, CEO of VinFast Philippines, shared: "The VF 7 is one of the boldest and most innovative models in VinFast's extensive electric vehicle lineup. Our goal is more than just launching a new vehicle. We are inspiring a way of life centered around sustainability, promoting environmentally conscious and energy-efficient habits. By offering our products, we hope to partner with the Philippines in advancing a shared vision of a sustainable future and playing an active role in the global mission to cut carbon emissions."



The VF 7 Plus is equipped with dual electric motors, delivering a combined power output of 348.6 horsepower and 500 Nm of torque, and features all-wheel drive. The battery pack has a capacity of 75.3 kWh, providing a maximum driving range of approximately 496 km on a full charge (based on NEDC standards).

The VF 7 Base features a single electric motor with 174 horsepower and 250 Nm of torque. Its battery capacity is 59.6 kWh, offering a maximum range of 430 km per full charge (based on NEDC standards).

Both versions come equipped with essential safety features such as electronic stability control, traction control, hill-start assist, and anti-roll control. The Plus version also includes the advanced driver assistance system (ADAS), which offers features like adaptive cruise control, lane departure warning, forward collision warning, rear cross-traffic alert, blind-spot monitoring, door-opening alert, automatic emergency

braking, and a 360-degree camera system.

Beyond its impressive performance, the VF 7 features a highly aesthetic design. The car was designed by the renowned Torino Design studio in Italy, embodying four key elements: a unique overall design, distinct recognition details, refined finishes, and functional performance.

In addition to a wide array of pricing incentives and unique battery subscription plans, VinFast also offers a comprehensive after-sales service program, providing peace of mind for customers transitioning to green mobility. The VF 7 comes with a 10-year/200,000 km vehicle warranty, an

10-year unlimited mileage battery warranty (for battery purchases), and free maintenance, with battery replacement available if capacity falls below 70% (for battery subscription).

