NEW FORD® EXPLORER® KING RANCH® EDITION BRINGS TEXAS SPIRIT TO AMERICA’S ALL-TIME BEST-SELLING SUV

Ford Explorer, America’s all-time best-selling SUV, adds the first-ever King Ranch edition to its stable, giving midsize SUV customers an all-new rugged, premium appearance with the uncompromising quality, craftsmanship and authenticity of the iconic Texas ranch.

“In 1853, Captain Richard King bootstrapped the King Ranch in the harsh landscape of southern Texas until it became a shining example of agricultural and livestock innovation and success,” said Lee Newcombe, Ford Explorer marketing manager. “Ford Explorer families can now enjoy a piece of the renowned craftsmanship and the multigeneration legacy that still thrives 168 years after its founding.”

Customer feedback and market insights have identified a demand for a more refined Explorer interior. King Ranch will now deliver with premium touches and mahogany-colored Mesa Del Rio leather seats with perforated inserts in the 1st and 2nd rows with the legendary King Ranch Running W logo. The center console is crafted with a Mesa Del Rio leather-wrapped armrest and King Ranch logo insert.

Learn More

FORD POSTS RECORD FEBRUARY ELECTRIFIED VEHICLE SALES ON FIRST FULL MONTH OF MUSTANG® MACH-E® AND STRONG F-150® POWERBOOST™ HYBRID SALES; F-SERIES® EXPANDS RETAIL SALES AND SHARE; LINCOLN® NAVIGATOR® DELIVERS BEST FEBRUARY SALES SINCE 2007

Fully electric Mustang Mach-E, Ford F-150 PowerBoost Hybrid, and Escape® and Explorer hybrids pushed overall electrified vehicle sales to a new February record – sales were up 56.1% over a year ago, with 9,267 vehicles sold.

Mustang Mach-E sales totaled 3,739 vehicles in its first full month of sales. Nearly 70% of Mach-E orders are from owners of competitive brands, while just over 20% were sold in California.

Learn More

WATCH IT

CLICK HERE for more Ford videos. CLICK HERE for Lincoln videos.

The All-New 2021 F-150: Clues

The 2021 Ford F-150: Walkaround

The 2021 F-150 Raptor: A Closer Look

Finish Strong: The Big Game Commercial
IN WITH THE NEW

2021 FORD EDGE®
Choice of 2 EcoBoost® engines and 5 trim levels • New 12” LCD touchscreen with SYNC® 4A with Enhanced Voice Recognition • 2 smart-charging USB ports
Learn More

2021 FORD EXPEDITION®
New exterior colors: Antimatter™ Blue Metallic and Kodiak Brown Metallic • Available STX® Package includes 5-bar grille with Magnetic accents, tri-zone electronic automatic temperature control and more.
Learn More

2021 FORD F-150®
All-new for 2021 • Redesigned exterior and interior • Toughest, most productive F-150 ever • New 3.5L PowerBoost® Full Hybrid V6 powertrain available • SYNC 4 with cloud connectivity
Learn More

2021 FORD ESCAPE®
Hybrid powertrain now available on SE and SEL • New colors: Antimatter Blue Metallic, Bronze Fire Metallic, Carbonized Gray Metallic and Iconic Silver Metallic
Learn More

1Based on IHS Markit, 1946-Current U.S. Total New Cumulative Registrations, for all vehicles identified as SUVs.

Ford and Oval Device, Antimatter, EcoBoost, Edge, Escape, Expedition, Explorer, F-150, F-Series, Ford Credit, Ford Protect, Lincoln, Mustang Mach-E, Navigator, PowerBoost, STX, SYNC and related marks are trademarks of Ford Motor Company. King Ranch is a registered trademark of King Ranch, Inc. Vehicle imagery may be computer-generated and may include available and aftermarket equipment.