

All-New Ford Vignale Mondeo

By Tim Barnes-Clay, Motoring Journalist - Twitter: @carwriteups

The Ford Vignale Mondeo is the first vehicle to be introduced as part of Ford's new Vignale brand.

Each model is hand-finished in a special Vignale Centre at Ford's manufacturing facility in Valencia, Spain.

Available in four-door and estate body styles, the Vignale Mondeo delivers superior refinement with the European debut of Ford's Active Noise Cancellation technology, quilted and tuxedo-stitched leather interior and exclusive Vignale Nocciola metallic paint colour.

The Vignale Mondeo delivers advanced technologies including Pre-Collision Assist with Pedestrian Detection, which can reduce the severity of some frontal collisions involving vehicles and pedestrians, or help drivers avoid some impacts altogether.

Powerful and fuel efficient powertrains include Ford's new 210PS Bi-turbo 2.0-litre TDCi diesel, 240PS EcoBoost petrol, and 187PS petrol-electric hybrid. Ford's Intelligent All-Wheel Drive (iAWD) which automatically enhances traction and road-holding is also available.

The Vignale Mondeo delivers a whisper-quiet, smooth and comfortable ride using sophisticated technologies and an advanced chassis structure.

Ford's innovative Active Noise Cancellation system enhances interior refinement. Using three cabin microphones, it is able to monitor engine noise in the interior.

Advanced audio technology directs opposing sound waves through the audio system to cancel out engine noise and improve cabin ambience.



The Ford Vignale Mondeo interior also features enhanced sound insulation to better isolate road noise from the cabin. Acoustic glass helps reduce wind noise to levels normally experienced only in the premium segment.

Furthermore, Ford's integral link rear suspension offers a smoother ride, in particular for rear seat passengers, and reduces noise levels by allowing the wheels to move further rearwards on impact with uneven road surfaces.

For front seat passengers, comfort can be optimised by Ford Multi-Contour Seats with Active Motion massage function. Designed to reduce muscle fatigue, particularly during longer journeys, the chairs use a system of 11 inflatable cushions to deliver an unobtrusive massaging effect for thighs and lower back.

Vignale customers will also receive a personalised service for the duration of their vehicle ownership, supported by a Vignale relationship manager and 24-hour free-phone assistance from the Vignale One Call service.

"Ford Vignale is the highest expression of the Ford brand in Europe, bringing together award-winning design with a unique ownership experience," said Jim Farley, Ford executive vice president and president, Europe, Middle East and Africa.

"Our vision for Vignale is to create a modern, contemporary upscale experience that makes Vignale a valued part of customers' lives, starting with the Ford Vignale Mondeo, and later this year with introduction of the Ford Vignale S MAX."

The Vignale's manufacturing facility blends traditional craftsmanship with cutting-edge technology. The latest laser and camera technology supports skilled eyes in closely examining quality aspects including panel alignment and paint finish, helping meet customer expectations.

Passionate about precision and attention to detail, Vignale Centre experts hand polish the paintwork and meticulously scrutinise the fine detailing of the leather, with each hide checked for flaws.

Only when it has passed 100 additional checks in addition to the rigorous One Ford quality process will the vehicle be handed over by a Vignale relationship manager in a Vignale Lounge - part of a unique premium customer experience.

The Ford Vignale Mondeo will be available to order from this month (May 2015) at new flagship Ford Stores opening across the UK, priced from £29,045.