



FORD

Puma

South Africa • 2026 Official Buyer's Guide

999 cc

ENGINE

92 kW

POWER

170 mm

CLEARANCE

16.4 L/100

FUEL ECON

5 seats

SEATING

ZAR 389,900 – 459,900

Ex-Showroom Starting Price

<https://www.hagalu.com/south-africa/ford/puma/>

Independent Automotive Research for Africa

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Contents

01	Overview & Quick Facts
02	Variant Pricing & On-Road Costs
03	Pros, Cons & Expert Verdict
04	Variant Comparison Matrix
05	Full Specs — 1.0T EcoBoost Titanium Automatic
06	Full Specs — 1.0T EcoBoost ST-Line Automatic
07	Links & Legal

	4.3 / 5.0 124 Reviews	2 Variants	2 Priced
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01 Overview & Quick Facts

The Puma is a practical vehicle offering reliable performance in its segment. Engineered for South African driving conditions with attention to durability and real-world usability. The modern powertrain delivers adequate performance for daily commuting, weekend adventures, and practical family transport. Interior design prioritizes comfort and functionality. Build quality is solid with proven reliability backing every vehicle sold in South Africa. New car pricing is accessible for target buyers. The vehicle attracts owners seeking dependable transport without premium complexity. The Puma represents a genuine evolution in its segment, balancing practical daily usability with longer-term ownership satisfaction. In South Africa's diverse driving conditions—from metropolitan congestion to regional highways to occasional rough tracks—this vehicle delivers competence across the spectrum. Market positioning places the Puma as a premium vehicle for buyers prioritizing premium refinement. Reliability underpins ownership satisfaction—this vehicle won't surprise you with premature failures or component issues. Ownership costs align with realistic expectations. Service intervals are reasonable. Parts availability is reliable. Dealer networks exist where you need them. For five-year ownership, total cost of ownership—including fuel, maintenance, insurance, and depreciation—sits comfortably within segment...



Body Style	SUV
Launched	2023
Generation	First generation Puma in South Africa
Fuel Types	Petrol
Colours	White,Black,Silver,Grey,Blue,Green,Orange
OEM Website	https://www.ford.co.za/vehicles/puma

02 Variant Pricing & On-Road Costs

Starting From	ZAR 389,900 – 459,900	2 Variants Available
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Variant	Fuel	Transmission	Trim	Ex-Showroom
1.0T EcoBoost Titanium Automatic	Petrol	Automatic	Top	ZAR 389,900
1.0T EcoBoost ST-Line Automatic	Petrol	Automatic	Flagship	ZAR 459,900

Estimated On-Road Price — 1.0T EcoBoost Titanium Automatic (Base Variant)

Johannesburg	ZAR 405,578
Cape Town	ZAR 408,048
Durban	ZAR 403,699
Pretoria	ZAR 404,638

* On-road prices are estimates including registration, road tax and insurance.

03 Pros, Cons & Expert Verdict

<p>● STRENGTHS</p> <ul style="list-style-type: none"> ✓ Reliability is demonstrated through proven engineering and market operation. ✓ Service costs remain reasonable through dealer and independent networks. ✓ Fuel economy sits within realistic ranges for segment class. ✓ Interior space accommodates family use across most configurations. ✓ Resale values develop as market recognizes vehicle positioning. ✓ Safety features include modern systems addressing real-world hazard scenarios. 	<p>● CONSIDERATIONS</p> <ul style="list-style-type: none"> ✗ Depreciation follows segment patterns, with steeper loss during initial ownership years. ✗ Interior materials prioritize function over premium perception. ✗ Styling appears understated compared to visually aggressive competitors. ✗ Technology features may lag premium competitors in sophistication. ✗ Off-road capability remains basic for adventure-focused buyers.
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Expert Verdict

"Stylish and smart compact crossover"

The Puma is the practical choice for buyers prioritizing premium experience. It delivers genuine capability without requiring premium pricing or exotic maintenance. Resale values develop as market recognition grows. The used market becomes increasingly active as ownership examples accumulate. For buyers seeking dependable, honest transport, the Puma represents genuine value.

City Driving	Urban driving reveals competent engineering. Visibility is adequate for metropolitan traffic navigation. Parking assistance systems help genuinely in tight spaces. Air conditioning operates properly in South African summer heat. The driving position commands authority without excessive height. Interior layout remains intuitive through extended city driving. Audio systems integrate smartphone connectivity. Climate control maintains comfort in traffic-heavy commutes. Steering is responsive enough for urban maneuvers. Fuel consumption in city traffic remains predictable and manageable. The vehicle functions reliably through daily metropolitan use, delivering comfort during extended urban residence.
Highway	Highway driving confirms engineering integrity. At 120 km/h cruising, engine operation is relaxed and refined. Road noise remains controlled through wind and tire sound management. Fuel economy stabilizes within predictable consumption ranges. The transmission settles into efficient cruising operation. Comfort extends across multi-hour driving periods. Seating provides proper support without requiring frequent adjustment. Climate control maintains consistent cabin temperature. The ride quality balances bump compliance with directional stability. Highway safety systems function predictably without intrusive interventions. Extended highway driving confirms the vehicle's suitability for regional travel between major centers.
Off-Road	Off-road access ranges from basic to moderate depending on configuration. Ground clearance handles typical farm gates and low obstacles. Gravel roads present no challenge for standard variants. Basic farm tracks are traversable for most configurations. Rough terrain requires appropriate driving technique rather than extreme capability. The vehicle functions adequately for recreational off-road scenarios without specialization for rock crawling.

Best For

Young urban buyers, style-focused professionals, compact crossover seekers

04 Variant Comparison Matrix

All 2 variants of the Ford Puma side-by-side. Use this to spot the smallest differences quickly — fuel, power, gearbox and price all in one view.

SPEC	1.0T EcoBoost Titanium Automatic	1.0T EcoBoost ST-Line Automatic
Price (ex-showroom)	ZAR 389,900	ZAR 459,900
Fuel Type	Petrol	Petrol
Transmission	Automatic	Automatic
Trim Level	Top	Flagship
Engine	999 cc (1.0L)	999 cc (1.0L)
Max Power	92 kW (123 bhp)	92 kW (123 bhp)
Max Torque	170 Nm (125 lb-ft)	170 Nm (125 lb-ft)
Drivetrain	FWD	FWD
Fuel Economy	16.4 km/l	16.4 km/l
Seating	5	5
Boot Space	456 L	456 L
Ground Clearance	170 mm	170 mm
Kerb Weight	1325 kg	1325 kg

→ [Compare these variants on hagalu.com](#) (live prices, on-road costs, real owner reviews and EMI calculator)

05 Ford Puma — 1.0T EcoBoost Titanium Automatic

ZAR 389,900

ENGINE 999 cc	POWER 92 kW · 123 bhp	TORQUE 170 Nm · 125 lb-ft	ECONOMY 16.4 km/l	FUEL Petrol Automatic
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Top Trim · Petrol · Automatic

[View live price & EMI →](#)

ENGINE & PERFORMANCE

Engine	1.0L EcoBoost Mild Hybrid	Engine Type	Inline 3 Cylinder Turbo Mild Hybrid
Displacement	999 cc	Cylinders	3
Valves per Cylinder	4	Power	92 kW
Power @ RPM	6000 rpm	Torque	170 Nm
Torque @ RPM	2000-4500 rpm	Fuel System	Direct Injection
Turbocharger	Single Turbo	Top Speed	185 km/h

TRANSMISSION & DRIVETRAIN

Transmission	7-Speed Automatic DCT	Drive Type	FWD
Drivetrain Layout	Front Wheel Drive	LSD Available	Not Available
Paddle Shifters	Standard	Transfer Case	Not Applicable
Differential Lock	Not Applicable	Number of Gears	6
Transmission	Automatic CVT	Transmission Type	Automatic
Final Drive Ratio	Available	Steering Turns Lock to Lock	Available

DIMENSIONS

Ground Clearance	170 mm	Wheelbase	2594 mm
Length	4186 mm	Width	1805 mm
Height	1531 mm	Kerb Weight	1325 kg
Gross Vehicle Weight	1775 kg	Seating Capacity	5
Boot Space	456 l	Towing Capacity	1200 kg
Front Track Width	1541 mm	Rear Track Width	1534 mm

MILEAGE & EFFICIENCY

Claimed Mileage	16.4 km/l	City Mileage	12 km/l
Highway Mileage	18 km/l	Fuel Tank Capacity	42 l
Emission Standard	Euro 6	AdBlue Tank Capacity	Not Applicable l
Auto Start Stop	Standard	Average Fuel Consumption	Available
Claimed Fuel Consumption	Available l/100km	Distance To Empty	Available
Low Fuel Warning	Available	Fuel Efficiency	Available l/100km

SAFETY

Airbags	8	ABS	Standard
Electronic Stability Control	Standard	Traction Control	Standard

Hill Descent Control	Not Available	Hill Start Assist	Standard
Child Safety Lock	Standard	ISOFIX Mounts	Standard
Brake Assist	Standard	Tyre Pressure Monitor	Standard
Engine Immobiliser	Standard	Alarm System	Standard

COMFORT & CONVENIENCE

Climate Control	Automatic AC	Power Windows	All Doors
Keyless Entry	Smart Entry	Push Button Start	Standard
Wireless Charging	Standard	Sunroof	Not Available
Electric Tailgate	Not Available	Automatic Headlamps	Standard
Rain Sensing Wipers	Standard	Auto Dimming Mirror	Standard
Follow Me Home Headlamps	Yes	Power Mirrors	Power Adjustment

+ 11 more spec categories (Infotainment & Connectivity, Interior, Exterior, Driver Assistance, ...) available on the live model page.

→ [See 1.0T EcoBoost Titanium Automatic full specs, live price & on-road costs in South Africa](#)

[Compare with rivals →](#)

06 Ford Puma — 1.0T EcoBoost ST-Line Automatic

ZAR 459,900

ENGINE 999 cc	POWER 92 kW · 123 bhp	TORQUE 170 Nm · 125 lb-ft	ECONOMY 16.4 km/l	FUEL Petrol Automatic
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Flagship Trim · Petrol · Automatic

[View live price & EMI →](#)

ENGINE & PERFORMANCE

Engine	1.0L EcoBoost Mild Hybrid	Engine Type	Inline 3 Cylinder Turbo Mild Hybrid
Displacement	999 cc	Cylinders	3
Valves per Cylinder	4	Power	92 kW
Power @ RPM	6000 rpm	Torque	170 Nm
Torque @ RPM	2000-4500 rpm	Fuel System	Direct Injection
Turbocharger	Single Turbo	Top Speed	185 km/h

TRANSMISSION & DRIVETRAIN

Transmission	7-Speed Automatic DCT	Drive Type	FWD
Drivetrain Layout	Front Wheel Drive	LSD Available	Not Available
Paddle Shifters	Standard	Transfer Case	Not Applicable
Differential Lock	Not Applicable	Number of Gears	6
Transmission	Automatic CVT	Transmission Type	Automatic
Final Drive Ratio	Available	Steering Turns Lock to Lock	Available

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Highway Mileage	18 km/l	Fuel Tank Capacity	42 l
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Auto Start Stop	Standard	Average Fuel Consumption	Available
Claimed Fuel Consumption	Available l/100km	Distance To Empty	Available
Low Fuel Warning	Available	Fuel Efficiency	Available l/100km

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Airbags	8	ABS	Standard
Electronic Stability Control	Standard	Traction Control	Standard

Hill Descent Control	Not Available	Hill Start Assist	Standard
Child Safety Lock	Standard	ISOFIX Mounts	Standard
Brake Assist	Standard	Tyre Pressure Monitor	Standard
Engine Immobiliser	Standard	Alarm System	Standard

COMFORT & CONVENIENCE

Climate Control	Automatic AC	Power Windows	All Doors
Keyless Entry	Smart Entry	Push Button Start	Standard
Wireless Charging	Standard	Sunroof	Not Available
Electric Tailgate	Not Available	Automatic Headlamps	Standard
Rain Sensing Wipers	Standard	Auto Dimming Mirror	Standard
Follow Me Home Headlamps	Yes	Power Mirrors	Power Adjustment

+ 11 more spec categories (Infotainment & Connectivity, Interior, Exterior, Driver Assistance, ...) available on the live model page.

→ [See 1.0T EcoBoost ST-Line Automatic full specs, live price & on-road costs in South Africa](#)

[Compare with rivals →](#)

07 Explore More on Hagalu

Jump to live prices for each variant

→ 1.0T EcoBoost Titanium Automatic — ZAR 389,900

→ 1.0T EcoBoost ST-Line Automatic — ZAR 459,900

Live Prices & On-Road Costs — Ford Puma

→ Latest ex-showroom and city-wise on-road prices in South Africa.

→ Open

Side-by-Side Comparison

→ Compare Ford Puma vs any rival model.

→ Open

Browse All Ford Models

→ Explore the full Ford lineup in South Africa.

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Buyer's Guides — Finance, Pricing & New Launches

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→ Open

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