



## Brussels Motor Show – Ford press conference 18/1/19 highlights

### 2018

- Product launches: EcoSport, Transit/Tourneo Custom, Ford GT deliveries BeLux, Mustang, Fiesta Active, Fiesta ST, Focus, Transit/Tourneo Courier, Transit/Tourneo Connect
- Sales results:
  - Passenger cars: volume slightly below 2017 (-2,5%), SUV +26%
  - Commercial Vehicles: Number 2 in Belgium, 10.276 registrations, 13,2% share, Ranger 31% market share
- Event highlights:
  - Escort 50 years (Tour & Rally)
  - Ford F-MAX Truck of the year (IAA Hannover)
  - Focus double winner VAB Family Car of the year
  - Start Ford Fiesta Sprint Cup Belgium
  - Driving Skills For Life – 3.150 participants in 5 years & start Emergency Stop project

### 2019

- Announcement of Ford vision for the future in Europe: electrified version of each model, worldwide alliance with Volkswagen, improve or exit less profitable vehicle lines, address underperforming markets
- Brussels Motor Show - product news 2019
  - World Première: Mondeo Hybrid Clipper
  - Belgian premières: Focus Active, New Ford Edge, Ranger Raptor, Transit Custom Plug-in Hybrid, Transit Custom Nugget, Connected Van – FordPass Connect, Mustang Bullitt
  - 50th anniversary World première Ford Capri – 1969 Brussels Motor Show
  - Ford GT WEC car at 'Dream Cars'
- Special events 2019
  - Ford main sponsor Golden Car Key (Traxio/Educam)
  - Ford Driving Skills for Life – 2 weekends (info: [www.drivingskillsforlife.be](http://www.drivingskillsforlife.be))
  - Special project: Mustang x 1.000 at Ford Lommel Proving Ground
  - Motorsport: Ford GT WEC, Fiesta in WRC, Fiesta Sprint Cup Belgium (Circuit), Fiesta Rally Trophy Belgium (Rally)
  - Special Project: 50th anniversary homage 1969 Jacky Ickx Ford GT40 win
  - Partnership 'Auto te water'

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**About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 200,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

**Ford in Belgium & Luxemburg**

*Ford Belgium (Brussels) distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with 410 employees.*

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