



| NEWS



Ford Pro Doubles Down on European Market Leadership with International Van and Pickup of the Year Awards



LYON, FRANCE, Nov. 22, 2023 – Ford Pro has [earned double honours](#), claiming the International Van of the Year (IVOTY) award and the International Pick-up Award (IPUA) for its all-new Transit Custom van and all-new Ranger pickup.

Ford Pro has now won the IVOTY and IPUA awards in the same year on three occasions – more than any other manufacturer – following double wins in 2013 and 2020.

The awards were presented during a special ceremony at the Solutrans commercial vehicle show in Lyon, France, and further validate Ford Pro's position as a leader in the European commercial vehicle market.

Collecting the awards on behalf of Ford Pro, Tim Slatter, vice president of Product Programs, Ford, said: "This is a pride point for our Ford teams across the globe who strive to deliver quality-driven products for our customers. We are delighted that the jury has recognised the strength of our newest commercial vehicles, built with the purpose of supporting customers' business needs across all vocations."

Transit Custom takes IVOTY title

An expert jury of 25 commercial vehicle journalists voted Ford Pro's [all-new Transit Custom](#)^{1,2} the winner of IVOTY 2024. The new generation of Ford Pro's segment-leading³ van went on sale across Europe earlier this year, offering the widest choice of variants ever and introducing unique, digital and customer-led features such as a 5G modem for superfast connectivity;⁴ software updates for over 30 vehicle modules; Delivery Assist that can save over 20 seconds per stop; Alexa Built-in from the factory;⁵ a tilting steering wheel and versatile MultiCab bodystyle to build on the productivity benchmarks set by its predecessors.

Hans Schep, general manager, Ford Pro Europe, said: "We are very proud that the IVOTY jury has bestowed this prestigious award on the all-new Transit Custom. As the leading one-tonne van of choice for European customers, the all-new Transit Custom has been designed and engineered to meet their wide-ranging needs. Along with our award-winning diesel, customers will soon also have the choice of electric and PHEV versions too. Every model is packed with innovation and superfast connectivity to Ford Pro's uptime, charging and productivity software ecosystem to help our customers' businesses thrive."

Jarlath Sweeney, chair, International Van of the Year, said: "Well, it's a 'High Five' for the Ford Transit on winning the International Van of the Year Award 2024. This is the fifth occasion that the Ford Transit has won IVOTY, first in 2001 and 2007 with the then all-encompassing model. Soon after its launch, the new generation standalone one-tonne variant – the Transit Custom – secured the title in 2013, and in 2020 and now for 2024. Congratulations to all involved for this significant achievement."

Transit Custom was Europe's top-selling one-tonne van last year³ as well as the UK's [best-selling vehicle overall](#) for 2021 and 2022. The all-new model is produced at [Ford Otosan's state-of-the-art Yeniköy Assembly Plant](#) in Türkiye.

Ranger brings home coveted pickup award

After arduous on- and off-road testing by the IPUA jury in Greece earlier this year, the Ford Ranger^{6,2} has picked up the IPUA crown for the third time – establishing a new record.

Ranger is Ford's most global product; developed by designers and engineers in Ford's Australian engineering centre, built in six Ford factories across four continents, and loved by customers in Europe. Ranger has been the region's top-selling pickup for the last eight years, and accounts for almost half of all pickup sales in Europe.³

The all-new model's off-road ability,⁷ refined on-road performance and unprecedented level of connectivity and technology make it popular with business and private users alike. Ford Pro [recently announced the Ranger PHEV](#)⁸ – Europe's first PHEV pickup – combining electric driving capability with Ranger's work-ready versatility.

Ranger was judged the winner by a jury of expert journalists from Europe and also from South Africa, home to Ford's Silverton plant where Ranger is built for customers in Europe.

Hans Schep said: “We are delighted that the Ford Ranger has been recognised by the IPUA jury for the third time, which is testament to its enduring appeal as Europe’s favourite pickup for the past eight years. The new Ford Ranger has the most comprehensive series choice yet, offering customers the on-road refinement and off-road capability to suit work days and weekends. It’s built ready for work and play.”

Jarlath Sweeney, chair, International Pick-up Award jury, said: “Ford has now scored a hat-trick in securing three International Pick-up Awards with its best-selling Ranger. This seventh running of the IPUA sees the sixth generation Ranger adding to the titles won in 2013 and 2020. Congratulations to the global Ford development team on creating this exceptional vehicle.”

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¹ Ford Transit Custom EcoBlue diesel homologated CO₂ emissions 178-296 g/km WLTP, homologated fuel efficiency 6.8-11.3 l/100 km WLTP.

² The declared WLTP fuel/energy consumptions, CO₂-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

³ Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden, Switzerland, Türkiye.

⁴ FordPass Connect, the FordPass App, and complimentary Connected Service are required for remote features (see FordPass Terms for details). Connected service and features depend on compatible network availability. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Connected service excludes Wi-Fi hotspot.

⁵ Seven European markets – Austria, France, Germany, Ireland, Italy, Spain, and the UK. Alexa will only be available in English, French, German, Italian and Spanish in supported markets. An alternate market cannot access Alexa despite being able to use a supported language. To use Alexa Built-in, drivers need to activate FordPass Connect within their vehicle using the FordPass smartphone app or in-vehicle settings. Access to Alexa requires an Amazon account, SYNC 4 or SYNC 4A, FordPass Connect, and complimentary Connected Service activated through the FordPass app (see FordPass Terms for details). Additional products and setup may be required.

⁶ Ford Ranger diesel homologated CO₂ emissions 217-340 g/km WLTP, homologated fuel efficiency 8.3-13.8 l/100 km WLTP.

⁷ Always consult the Owner’s Manual before off-road driving, know your terrain and trail difficulty, and use appropriate safety gear.

⁸ Officially homologated driving range, fuel efficiency and CO₂ emissions will be published closer to on-sale date. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). A targeted range of more than 45 km can be achieved with a fully charged battery - depending on the existing series and battery configuration. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery).

Ford, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company’s Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its wholly owned facilities and consolidated joint ventures and approximately 57,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.

Ford in Belgium & Luxemburg

Ford Belgium 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 approximately 370 employees.

Ford Lommel Proving Ground offers high end Drive Training for external companies, associations and private individuals.

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