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EN BREF – Le Ford B-MAX fera ses débuts au Mobile World Congress

Berchem-Sainte-Agathe, le 14 février 2012 – Bill Ford révélera le nouveau B-MAX le 27 février au 'Mobile World Congress' à Barcelone. Ford est le premier constructeur automobile qui présente un de ses produits au salon des professionnels de la télécommunication mobile. Avec le B-MAX, quelques nouvelles technologies seront montrées qui feront du nouveau monospace de Ford un des véhicules compacts le plus technologiquement avancée en Europe. Le 6 mars, le CEO de Ford, Alan Mulally, présentera le B-MAX à la presse automobile au Salon de l'auto de Genève.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.fordmotorcompany.com.

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 51 individual markets and employs approximately 66,000 employees. In addition to Ford Motor Credit Company, Ford of Europe operations include Ford Customer Service Division and 22 manufacturing facilities, including joint ventures. 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 distributes Ford vehicles in Belgium & Luxemburg.

Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe.

Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe.

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