



EN BREF - La Ford Fiesta est la petite voiture la plus vendue en Europe en 2012

Berchem-Sainte-Agathe, le 24 janvier 2013 – Selon les données du spécialiste de l'information automobile JATO Dynamics, la Fiesta a été la petite voiture la plus vendue en Europe en 2012 avec 306.405 exemplaires vendus. Elle est aussi le deuxième modèle le plus vendu, toutes catégories confondues. En moyenne, une nouvelle Fiesta a été livrée toutes les deux minutes. La nouvelle Fiesta, qui est lancée ce mois-ci, doit maintenir le succès avec entre autres un nouveau design, le célèbre 1.0 litres EcoBoost et des technologies innovantes comme SYNC, Emergency Assistance et MyKey.

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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 172,000 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 47,000 employees at its wholly owned facilities and approximately 69,000 people when joint ventures and unconsolidated businesses are included.. 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 & Luxembourg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxembourg, since 1922. Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe, with 4.500 employees. Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe, with 350 employees.

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