



KORT – Ford Fiesta Europa’s best verkochte kleine auto in 2012

Sint-Agatha-Berchem, 24 januari 2013 – Uit cijfers van JATO Dynamics blijkt dat de Ford Fiesta met 306,405 verkochte exemplaren in Europa de populairste kleine wagen van het continent is in 2012. Daarnaast is hij op de Europese markt de tweede best verkochte auto over alle segmenten heen. Gemiddeld werd er om de twee minuten een nieuwe Fiesta verkocht. De nieuwe Fiesta, die op dit moment gelanceerd wordt, moet het succes bestendigen met onder andere een nieuw design, de bekroonde 1.0 liter EcoBoost benzine en een reeks vernieuwende technologieën als SYNC, Emergency Assistance en 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 & Luxemburg

Ford Belgium distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, 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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