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En Bref – Ford EcoSport et SYNC AppLink au ‘Mobile World Congress’

Berchem-Sainte-Agathe, le 25 février 2013 – L'EcoSport, SUV compact de Ford, a été présenté au public du salon des professionnels de la télécommunication mobile. L'EcoSport est le premier modèle Ford à proposer le système SYNC AppLink, qui permet d'utiliser les applications mobiles via le système info-divertissement de la voiture. Le service de streaming musical Spotify est le premier partenaire Ford SYNC AppLink pour l'Europe.

Les infos complètes (en anglais) se trouve sur : mwc2013.fordmedia.eu

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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 171,000 employees and 65 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 and its products worldwide, please visit <http://corporate.ford.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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