



## En Bref – Ford : investissements électriques accélérés

**Berchem-Sainte-Agathe, le 15 janvier 2018** – Lors de la conférence de presse au Salon de Bruxelles, Ford a annoncé un investissement à court terme de 4,5 milliard de dollars dans l'électrification accélérée de la marque avec comme résultat entre autres 13 modèles électrifiés d'ici 2021. Lors de la conférence de presse à Detroit, Ford a annoncé des chiffres encore plus impressionnants. Les investissements seront plus que doublés pour atteindre 11 milliards de dollars d'ici 2022. Le nombre de véhicules Hybride ou Hybride Plug-In) augmente à 24 et la marque comptera 16 modèles 100% électriques. Côté produit, Ford a présenté la nouvelle Mustang Bullitt, le nouveau Edge (ST) pour le marché Nord-Américain et la réintroduction du pick-up Ranger aux Etats-Unis dans une monture spécifiquement développée pour le Continent.

Conférence de presse Ford : [assets.fordautoshow.com/presslive/index\\_post.html](http://assets.fordautoshow.com/presslive/index_post.html)

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### **About Ford Motor Company**

*Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

### **Ford of Europe**

*Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). 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 (Brussels) 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 410 employees.*

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