



Journée Vélo au Ford Lommel Proving Ground et projet « Share the road »

Berchem-Sainte-Agathe, le 15 mai 2018 – Le dimanche 20 mai, aura lieu comme chaque année la « Journée Vélo » au Ford Lommel Proving Ground. Fidèle à la tradition, le dimanche de Pentecôte, les prototypes Ford cèderont la place aux cyclistes et aux rollers, qui auront ainsi l'occasion de découvrir les 105 km de pistes d'essai de la marque.

La Journée Vélo annuelle s'inscrit parfaitement dans le cadre de « Share the Road », une nouvelle initiative que Ford lancera prochainement et qui vise à renforcer le respect mutuel de tous les usagers de la route, et en particulier les automobilistes et les cyclistes. En perspective de « Share the Road », des autocollants seront distribués pendant la Journée Vélo.

Informations pratiques sur la Journée Vélo :

Horaire : 20 mai 2018, 9h à 16h

Parcours : 12, 20 ou 27 km

Adresse : Oude Diesterse Baan 135, 3920 Lommel

Entrée et parking : gratuit

Restauration : boissons et petite restauration (payant)

Pour plus d'informations sur le Ford Lommel Proving Ground : www.fordlpg.com

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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 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit 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 54,000 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 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 & Luxembourg

Ford Belgium (Brussels) distributes Ford vehicles and Ford original parts in Belgium & Luxembourg, 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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