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KORT – Ford B-MAX maakt debuut op Mobile World Congress

Sint-Agatha-Berchem, 14 februari 2012 – Bill Ford zal op 27 februari de nieuwe B-MAX onthullen op het 'Mobile World Congress' in Barcelona. Ford is de eerste autoconstructeur die één van zijn producten voorstelt op dé vakbeurs van de mobiele telecomindustrie. Samen met de B-MAX worden enkele nieuwe technologieën getoond die van Ford's nieuwe monovolume één van de meest technologisch vooruitstrevende compacte wagens van Europa zal worden. Op 6 maart wordt de B-MAX op het Autosalon van Genève door Ford CEO Alan Mulally voorgesteld aan de autopers.

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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 166,000 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 66,000 employees. 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 in Belgium & Luxemburg.

Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe.

Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe.

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