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KORT - Ford Focus eerste auto met vier 'Euro NCAP Advanced Safety Rewards'

Sint-Agatha-Berchem, 23 november 2011 – De nieuwe Ford Focus krijgt voor zijn 'Driver Alert' en 'Forward Alert' van Euro NCAP nog eens twee 'Advanced Safety Rewards'. Samen met de prijzen die hij eerder al ontving voor zijn 'Active City Stop' en 'Lane Keeping Aid', is de Ford Focus de enige auto met vier van deze prestigieuze prijzen. 'Driver Alert' detecteert tekenen van vermoeidheid van de bestuurder. 'Forward Alert' waarschuwt de bestuurder dan weer voor situaties op de weg die een ongeval kunnen veroorzaken en biedt in deze gevallen rem-assistentie.

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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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