



Pioneering Past, Innovative Future – Ford Continues Building a Powerful Legacy in South Africa

- A year on from the start of Ford's Centenary celebrations, it remains as committed as ever to building a better, brighter future for South Africa
- Proud history of producing a long line of much-loved cars, from the Model T to the award-winning Ranger, South Africa's best-selling double cab bakkie
- Ford remains committed to creating a lasting legacy through its ongoing investments, exciting new models, far-reaching CSR programs and dedication to sustainability

PRETORIA, SOUTH AFRICA, 26 October 2024 – It has been an entire year since Ford South Africa kicked off its Centenary celebrations, marking the company's exceptional legacy that helped create and shape the automotive industry that we have today – one that, in 2023, accounted for 5.3 percent of the country's total GDP and 21.9 percent of its manufacturing output according to Naamsa, the Automotive Business Council*.

Approximately 116 000 people were employed in the automotive sector last year, both directly by the vehicle manufacturers and in the supporting component manufacturing industry.

It's a far cry from November 1923 when Ford was established in South Africa. Ford was the first manufacturer to then set up local vehicle assembly operations in January 1924, producing 1 446 Model Ts in its first year – initially at a rate of 10 vehicles per day, with a total staff complement of 91 people.

A century later it is a true giant of the domestic automotive industry, employing over 5 000 people and contributing tens of thousands of jobs in the supply chain. It is currently capable of producing up to 200 000 vehicles per annum. This translates to 720 vehicles produced potentially per day, or one every two minutes, at Ford's Silverton Manufacturing Plant in Pretoria – a record figure for the local industry which it has already surpassed on several occasions since production of the current Ranger started in December 2022.

This remarkable transformation that spans generations has been made possible by continuous investment and expansion of its facilities, most notably the construction of the only Ford-owned and operated Chassis Plant in the world, building its first on-site Stamping Plant, installing a completely new Body Shop, and introducing a vast range of upgrades to the rest of its facilities, including the Paint Shop and assembly line.

Technology, automation and innovation have been at the core of this extensive world-class modernisation of Ford's local manufacturing operations. Each of these facilities boasts hundreds of fully automated robots that have been key to unleashing the highest-ever volumes for the Silverton plant. It is matched by the increasing use of autonomous vehicles and 3D printing to accelerate innovation.

This has been backed up by an obsessive focus on quality throughout the production process – from 3D scanning of parts as they are produced on each line, in-depth off-line scanning, high-resolution imaging of painted body panels to correct any defects and, finally, capturing

full-body images of every vehicle to instantly identify and rectify any quality concerns before they are shipped to customers in South Africa and more than 100 global markets. All of these are crucial steps in delivering a more advanced, connected and seamless manufacturing process that is hard-wired into the future as the world races head-first into the technology and internet-driven fourth industrial revolution.

Launching the innovative solar carpark at the Silverton plant in 2022 dramatically ramped up its use of sustainable green energy that powers the entire plant during daylight hours. This is being expanded with battery storage that will ultimately take the facility entirely off the electricity grid, while feeding excess power back into the network. This is being complemented by expanded recycling efforts to further reduce the impact of Ford's manufacturing operations.

Ford has invested extensively in its people too, providing comprehensive local and international experiential training for its employees, empowering them to embrace, develop and fully implement best-in-class standards and practices. The working environment has been transformed too, creating an uplifting and welcoming space for employees to grow and thrive.

It's no surprise that all of this has further enhanced the Ranger's reputation as one of South Africa's most popular vehicles. The most notable award for the Ranger was winning the 2023 South African Car of the Year title – becoming the first bakkie to earn this esteemed award.

It has gone on to claim numerous plaudits around the world, including the 2023 International Pick-Up Award, while entrenching its status as South Africa's top-selling double cab bakkie. This is thanks to its comprehensive line-up being bolstered with ground-breaking and peerlessly capable new models such as the off-road oriented Ranger Tremor and Wildtrak X, the ultra-luxurious Ranger Platinum and, of course, the unmatched Ranger Raptor.

While Ford's South African heritage has been primarily built around the Ranger over the past 24 years – with well over a million units produced during this period, and will soon include the first-ever Ranger Plug-in Hybrid Electric Vehicle (PHEV) for export markets – there are so many important vehicles that have provided the foundation for this success.

Dozens of Ford's legendary nameplates have been featured throughout its Centenary celebrations over the past year, from the Model T and Model A to the likes of the Anglia, Fairlane, Escort, Cortina, Granada, Capri, Sierra, Sapphire, Courier, Bantam, Transit, Falcon, Focus, Mondeo, Fiesta ... and many, many more. Few automotive brands have such an esteemed and revered legacy of iconic, trend-setting vehicles that have touched so many lives over the years.

The Struandale Engine Plant in Gqeberha has played an important role in Ford's amazing local history, and has built many of the engines that powered these much-loved models while maintaining the company's legacy in the city where it all started in 1923. And, as a bonus during Ford South Africa's Centenary year, the Struandale plant reached its own major milestone in May 2024 when it reached its 60th anniversary.

It counts the likes of the Essex V6, V4, Kent, B-Series and RoCam engines amongst its defining locally produced engine programs. More recently, from 2011 it moved on to diesel engines for the Ranger, producing the popular 2.2L and 3.2L Duratorq TDCi, the current 2.0L Single Turbo and Bi-Turbo as well as the mighty 3.0L V6 Diesel as the latest addition to its

production portfolio. In August last year, the Struandale Engine Plant reached a major milestone as it delivered the four-millionth engine since production commenced in May 1964.

Back to Ford's current and future model line-up, the Everest – particularly in its current guise with the impressive XLT, Sport, Wildtrak and luxurious Platinum – has further elevated Ford's status in the rapidly growing sport utility vehicle segment.

As one of the world's most iconic cars, Mustang is one of the very few naturally aspirated V8 sports cars remaining in a fast-changing world. Accordingly, enthusiasts are eagerly awaiting the launch of the seventh-generation model later this year which is set to further entrench its prime position as the top-selling vehicle in its segment. Its track-oriented sibling, the first Mustang Dark Horse, is waiting in the wings too, ready to deliver an all-new level of excitement and driver engagement.

Ford has been bolstering its local line-up with a raft of other crucial new models this year, such as the family-oriented Territory, the all-new Transit Custom Van and the Tourneo Custom Bus as it meets the needs of its local customers.

Unwavering commitment to people and country

Ford's commitment to South Africa goes far beyond just its investment in production and providing a compelling range of vehicles, and this was ratcheted up significantly during its Centenary year.

Ford South Africa partnered with the Nelson Mandela Foundation to build 100 early childhood development centres in disadvantaged areas to ensure that young children have a solid educational footing before starting in primary school. These ECD centres replace existing nursery schools that are under-resourced, dilapidated and not compliant with the government's health and safety requirements.

To date, 27 ECD centres have been handed over, and it has been truly heartwarming to witness the positive impact these new facilities have already had in creating solutions that help people and communities move forward.

Additionally, 100 Maths and Science Labs have been built in partnership with Gift of the Givers Foundation and Maersk. In collaboration with the Department of Basic Education, these were donated to primary schools around the country to stimulate interest in STEM subjects and careers.

Furthermore, Ford Philanthropy is awarding 100 scholarships to highly motivated young South Africans from impoverished communities who are enrolled in technical high schools as well as technical and vocational colleges. The focus is on STEM-related careers, including the mechatronics, autotronics, millwright and electrical trade fields. Once their studies are completed, scholarship recipients will have the opportunity to apply for apprenticeship programs at Ford.

Ford is equally committed to preserving South Africa's precious wildlife and ecosystems through the Ford Wildlife Foundation (FWF). Established in 2014, FWF currently supports 28 conservation, research, and environmental education projects in South Africa and one Mozambique.

FWF provides locally built Ranger Double Cabs to partner non-profit organisations for a period of two years. These capable and trusted vehicles provide crucial mobility to the projects, allowing them to safely reach often remote and rugged areas, while enabling their limited resources to be directed to their conservation, research and education initiatives.

Many of these FWF-backed projects are on their third, fourth and even fifth loan cycle, providing a vital tool in ensuring the sustainability of our natural environment while protecting endangered species and threatened habitats for future generations.

Ford South Africa has a long history that it can be extremely proud of, built on decades of setting new standards, continuously adapting and evolving while pushing the boundaries of capacity, capability and quality with a reach that extends around the world.

As the Centenary celebrations begin drawing to a close, there's a lot more to look forward to over the coming decades as Ford continues to innovate and set new benchmarks. It remains grounded as a responsible corporate citizen that is committed to South Africa, helping build an even brighter future for the people of this vibrant, dynamic country while delivering products that are sure to stand the test of time, building on the passionate support for the Blue Oval and its peerless legacy.

* [naamsa Automotive Trade Manual 2024](#)

#

Read the latest news from Ford South Africa by visiting the Newsroom:

<https://www.ford.co.za/about-ford/newsroom/>

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. Ford Motor Company of Southern Africa (FMCSA) is a level 3 B-BBEE contributor. More information about the company, its products and Ford Credit is available at corporate.ford.com or www.quickpic.co.za – follow us at www.facebook.com/FordSouthAfrica, www.twitter.com/FordSouthAfrica, www.instagram.com/FordSouthAfrica or www.youtube.com/FordSouthAfrica

Contact: Duduzile Nxele
Ford Motor Company of Southern Africa
+27 12 842 3114
dnxele@ford.com