



New Ford Protect Service Plans to Reduce Costs for Commercial Vehicle Customers by up to 20 Per Cent

- Ford introduces new Ford Protect Service Plans that reduce vehicle servicing costs for businesses. New package to be rolled out across Europe from November
- Customers can select service plans to cover a number of years, kilometres or number of servicing appointments; plans can be purchased as part of a new vehicle finance package
- Ford-trained technicians exclusively use Ford Genuine Parts to keep vehicles in top condition. Transit Centres also offer priority servicing to business customers

COLOGNE, Germany, Nov. 13, 2018 – Ford is introducing a new package of Ford Protect Service Plans that could save European businesses up to 20 per cent in scheduled servicing costs for their commercial vehicles.

The ability to purchase scheduled servicing in advance gives business owners and fleet managers full cost control and planning security. Servicing costs can also be included in Ford's finance plans for new vehicles, and exclusive use of Ford Genuine Parts by Ford-trained technicians will ensure that vehicles remain in peak condition.

The new Ford Protect Service Plans will be offered first to Ford customers in Italy, Spain, Switzerland and the U.K. from November, before being rolled out across Europe from January 2019.

“Ford Protect Service Plans are designed to reduce ownership costs and help businesses budget efficiently,” said John Cooper, vice president, Customer Service, Ford of Europe. “Our specialist Transit Centres also help companies to improve their productivity with enhanced support such as late-night opening hours, a vehicle collection and delivery service, or while-you-wait servicing.”

Maximising efficiency, minimising costs

Ford's priority is to keep hard-working vehicles on the road in as quick and efficient manner as possible, using specialised equipment, tools and training to handle all aspects of servicing, maintenance and repairs.

Ford Protect Service Plans allow customers to pay in advance to cover vehicles for an agreed number of years, kilometres or servicing appointments, and flexible payment options allow customers to integrate Ford Service Plans into vehicle financing.

Ford Service Plans are keenly priced, and pre-purchasing can save up to 20 per cent compared with purchasing servicing individually. Pre-purchase also allows businesses to budget accurately, and protects against price inflation.

All vehicle servicing and maintenance is carried out by qualified technicians trained to the highest Ford standards, using Ford Motor Company Genuine Parts to ensure reliability and durability.

Ford Protect Service Plans are offered for all Ford vehicles and are available to purchase from Ford dealers or specialist Transit Centres.

Transit Centres deliver priority support

Ford has now established 942 specialist Transit Centres across Europe. Each one offers a consistent high level of service, and a number exclusive benefits for business customers. These have been developed through consultation with businesses to help Ford customers reduce the time their vehicle spends off the road and minimise their operating costs.

Transit Centres offer businesses extended or flexible opening hours, pick-up and delivery, mobile servicing, while-you-wait servicing and like-for-like courtesy vehicles where required. Appointments can be booked online or using the Ford ONE CALL number, with operators available 24/7.

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