



Ford Announces Strategic Partnership with Egypt's Rising Micro-Transit Solution Provider SWVL

- World's best-selling and best-in-class Ford Transit is the minibus of choice for Egypt's rising startup that's bringing a premium, comfortable and safer alternative to the country's public transportation

CAIRO, Egypt, 26 May, 2019 –Ford and Egyptian mobility company SWVL, have today announced a partnership agreement that will see the Ford Transit minibus as the preferred vehicle of choice on SWVL's routes. Both companies have signed an MoU that will see them working together to deliver a safe, reliable and comfortable transportation solution to urban commuters in Egypt's large cities.

The agreement will combine the brilliance of the Transit, world's best-selling van brand, with an app-based mass transit system that enables commuters in Egypt's major cities to enjoy an affordable, convenient, safe and reliable alternative to existing transportation services.

The announcement was made in SWVL's home city of Cairo where the company has also partnered with Nasser Social Bank and EFG Hermes Bank to offer competitive lending rates to operators looking to adopt the Ford Transit bus as their vehicle of choice.

"We are thrilled to bring Ford Transit to Egypt, debuting in such a prominent and important role through this partnership with SWVL," said Achraf El Boustani, Managing Director of Ford North Africa. "The key to Ford Transit's success as a mobility platform is its reputation for dependability, versatility and capability, and we're confident that SWVL operators here will soon learn just why thousands of people around the world rely on the Ford Transit to get the job done."

Moustafa Kandil, SWVL's CEO said: "SWVL was created to help improve people's lives by revolutionizing the transport scene in Egypt with a smart solution that helps ease the commute. We're proud of the results we've achieved in such a short period of time, and the work that Ford has put in to help elevate the levels of service we offer our customers."

Ford and its local distributor, Auto Jameel, have worked with SWVL and the Egyptian government to provide the best value equation for the Transit buses that would join the on-demand bus service. SWVL captains not only will receive financing facilities through Nasser Social Bank and EFG Hermes Bank, but they will also have access to a series of after-sales support and maintenance services through Auto Jameel's network and Ford-trained technicians.

The Ford Transit – available in 15 and 18-seat configurations – has a proven track record with micro-transit solutions globally, and the first consignment has already arrived in Egypt, ready to take on the roads.

The Transit bus is used by numerous mobility operators globally – including GoRide, a Michigan-based on-demand transportation service for non-emergency medical needs. GoRide's fleet can accommodate people with wheelchairs, thanks to flexible seating, and a wheelchair lift – and serves more than 200 facilities across the US state.

"The Transit's versatility as a mobility platform is unmatched globally," added El Boustani. "With seating for up to 18, the Ford Transit is designed for capability and flexibility – and engineered to Built Ford Tough® standards for durability.

"The Ford Transit has been subjected to seven million customer-equivalent miles of brutal testing in our labs and proving grounds. It has also undergone extensive testing here in Egypt to ensure it exceeds Ford's stringent requirements for the market here," El Boustani explained.

SWVL was founded in 2017 and currently operates in Cairo and Alexandria. Commuters use SWVL's mobile app to book fixed rate, affordable rides on the company's existing routes –with tens of thousands bookings a day at present. It's envisaged that this number will rise rapidly over the coming few months with the arrival of the new Transit bus.

“By combining SWVL's intelligent app with the capable and flexible Ford Transit bus, we are providing a much needed, comfortable and affordable service for commuters in Cairo and Alexandria – and a tremendous business tool for operators and owners,” said Jonathan Schmitt, Strategy Manager, Ford Middle East & Africa. “Transit has proven to be the backbone of economies in Europe and North America, and we are thrilled to introduce it here in Egypt to help local communities.

“The Ford Smart Mobility plan supports our commitment to innovation, and is aimed specifically at developing smarter mobility services. We are excited that Ford Transit was selected by SWVL – and we know that our new operators will soon understand why thousands of owners around the world rely on the Transit,” Schmitt concluded.

To download the Word document of this press release in Arabic, [click here](#)

To download the Word document of this press release in English, [click here](#)

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 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford's history in the Middle East goes back more than 60 years. The company's local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit www.me.ford.com.

Ford Middle East is also a responsible corporate citizen with currently three CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign and Ford Driving Skills for Life safe driving awareness programme for young drivers and teens.

About SWVL

Swvl is an Egyptian mobile technology startup, the premium smart alternative to public transportation. Providing quality rides with fixed lines, stations, and times. Swvl connects commuters with a network of high-quality buses, through our mobile app that offers various types of payments. Swvl's app enables users to book rides on its existing lines with a fixed rate that has no surge or on spot increases.