



The most capable seven-seat SUV on the road or off

## Ford out in Force at South Africa's NAMPO Show



Grain SA's NAMPO Harvest Day Show, the largest agricultural show in the southern hemisphere, took place at NAMPO Park in the Free State. The event was the highlight of the year for the agricultural community with over 70 000 visitors. "NAMPO provided a unique opportunity for us to interact with the farming community, a community that is

very important to Ford," said Ford Marketing Manager Gavin Golightly. "While the commercial vehicles were the prime focus we showed many of our passenger cars too, as we seek to cater to the diverse needs of the community."

On the passenger car front, Ford displayed its Figo, Focus ST and the newly introduced Kuga and Tourneo Custom. Future

models including the Fiesta ST, and the EcoSport were also on display.

A selection of Ranger models were displayed in all-three body configurations – Single Cab, Super Cab and Double Cab.

### Top 10 Selected for Ford Ranger Odyssey Africa 2013

Four days of intense training and assessment revealed the Top 10 finalists for the Ford Ranger Odyssey Africa 2013. The individuals came from a wide range of backgrounds, and were selected based on their performance at the Ranger Odyssey Boot Camp, which was recently held in Johannesburg.

From hundreds of applications, 17 semi-finalists\* were selected for the Boot Camp where they underwent a rigorous training programme that focused on the essential aspects of 4x4 and convoy driving, camp set-up, team work and communication skills.

"Boot Camp put the diverse group of competitors through their paces on a wide range of challenges," said Dale Reid, Ford Brand Manager. "The level of enthusiasm and commitment throughout the four days of competition was truly exceptional, and we have to congratulate each of the brave semi-finalists for giving it everything throughout the selection process."

There was only space for ten finalists, and

they were chosen based on a wide range of aspects, including their team dynamics, proficiency in the 4x4 tasks, technical knowledge and their approach towards social media, which is the primary communication channel throughout the 21-day Ranger Odyssey.

Competitors from Gauteng dominate the list with six finalists. **Alex Cruickshanks** (28), from Randpark Ridge, is a management consultant by day, but clearly used his sporting ability as a multiple SA rowing champion to his advantage to secure his spot on the main event. "Driving through Africa has always been a dream of mine, and this is a great opportunity to live the dream" he said.

**Bernard Hollander** (21) is an industrial psychology student from Pretoria and exploited his youthful exuberance to full effect. "I'm here to win the awesome Ford Ranger, and to gain experience travelling through Africa," he stated.

IT technician **Richard Rammoneng** (32) is passionate about off-roading. "Competing in the Ranger Odyssey will be a dream come true."

**Kugesh Reddy** (30) is a banking professional from Sunninghill. "I'm looking forward to experiencing Africa, and the ultimate test of man and machine."

As a commercial diver, **Ryno Swart** (30) from Roodepoort has physical endurance on his side. "I'm an adventure freak and I love being outdoors," he said. "Aside from travelling through Africa, I have one goal and that is to win the awesome Ford Ranger."

**Wisaal Anderson** (31) lives in Johannesburg and is a lifestyle blogger. "My aim is to have fun and experience new things," she said. "I have a reputation as a pampered princess, and I hope to change that perception on the Ranger Odyssey."

The Western Cape, and more specifically Cape Town, is represented by two women. **Paula Smith** (37) from Durbanville is an accountant and mother of three. "I've been dreaming about travelling through Africa since I was 12, and can't wait to fulfil that dream."

**Dania Petrik** (29) from Hout Bay has just completed her master's degree on sustain-

able development, and had her first taste of Africa last year while doing research. "I absolutely loved the experience, and when I saw the Ranger Odyssey there wasn't a chance that I would miss this amazing opportunity."

The two remaining finalists are from KwaZulu-Natal. **Donatella D'Aloisio** (33) is a business owner from Durban. "I love adventure and I love Africa," she said. "The Ford Ranger is amazing and I want to get down and dirty with it on an incredible adventure."

**Chloe Boshoff** (28) is a photographer from Pietermaritzburg. "I'm very enthusiastic about Africa, photography and the Ford Ranger, and this event combines all of that into one exceptional adventure."

The Top 10 jetted off to Kenya for the start of the Ranger Odyssey on 24 June, from they travelled through Tanzania and Zanzibar, as well as Mozambique and Zimbabwe. The final leg will be completed in South Africa on 14 July.

### Dear Colleagues,

As always we have loads of exciting times to be proud of now more than ever. We had our highest retail sales month in South Africa in May, with 5,450 vehicles sold, an increase of 35 percent compared to May 2012. Sales in Jan – May are up 25 percent. The country's new vehicle market grew by 7.5 percent when compared to the same month last year to 50,920 units according to the National Association of Automobile Manufacturers of SA (Naamsa), as the motor industry continues to defy other economic indicators. May sales were 5.9 percent ahead of April. We have a market share of about 9% in South Africa.

This is great news as growth is envisaged even further with the awesome products we have available and the newest addition to

the Ford line-up is the EcoSport. To all those who attended the Ford Motorshow, thank you for making the event a huge success. For taking the time out and showing that we are ONE FORD. In saying that, it was also a time to celebrate our 90th birthday. The first Ford docked on SA shores in 1904. The company registered in 1923 which makes it officially 90 years old this year. We would really like to express our thanks to all our suppliers, dealers, customers and employees, both current and past, that have helped Ford over the past 90 years to establish the significant presence we have throughout Southern Africa today. And the future looks even brighter.

South Africa's much anticipated Ranger Odyssey competition is well on its way. The

Ranger Odyssey will see the Ford Ranger put to the test in Africa's most extreme terrain. The winner of the Ranger Odyssey competition, selected from members of the public, will walk away with one of the Rangers that took part in the Odyssey at the culmination of the adventure. Starting in Kenya and ending in South Africa, the group of specially selected participants will weave through Africa's most diverse terrain in difficult conditions over 21 days. The ten finalists begin their three-week long adventure in Kenya where they will travel through the Amboseli Reserve and the Serengeti on route to the Ngorongoro Crater. Along the way they will travel through Tanzania, Zimbabwe and Mozambique, taking in the spectacular destinations that Africa has to offer before concluding their journey in South

Africa. All participants will be blogging about their experiences on [www.rangerodyssey.com](http://www.rangerodyssey.com) and wherever possible, they will be tweeting about their adventures using the #rangerodyssey hashtag. Is there anything you want to chat about? Send me a note! Drop it off with Siphon Chaane in Plant 4 and I will attend to it.

Jeffery Nemeth, President and CEO  
 Ford Motor Company of Southern Africa

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# New Kuga impresses South Africa



The exceptional new Ford Kuga made its debut in April with a media launch and an employee ride-and-drive – and it thoroughly impressed. Media guests were treated to a full presentation on the new model range, followed by an engaging drive that encompassed city, country and highway sections, as well as a scenic gravel route through the beautiful mountainous Elands River and Baviaanskloof region of the Eastern Cape.

All of the participants were thoroughly impressed with the ride comfort, performance and quality of the new Kuga, and agreed that it is certainly one of the most compelling offerings in the highly competitive SUV segment.

The subsequent event for the Struandale Engine Plant included employees that were identified for making a valuable contribution to the company, and the opportunity to drive this exciting, brand new model was certainly a treat for everyone.

Julien Verstraeten, resident engineer at the Struandale Engine Plant, was particularly impressed. “The 1.6 EcoBoost engine is very lively and great to drive,

and overall the new Kuga offers fantastic levels of comfort, refinement and performance. Add in all the amazing high-tech features, and it truly is a remarkable vehicle,” he said.

Along with the launch, a display of the new Kuga range was held at the plant – and it enjoyed one of the highest turn-outs to date from the enthusiastic employees. They were equally amazed by the other advanced features, such as the Adaptive Cruise Control, Lane Keeping Aid and hands-free powered tailgate. The Kuga is not only Ford South Africa’s most advanced vehicle ever, it is also arguably one of its best. It certainly sets new benchmarks for the segment, while the competitively priced and expanded model range are sure to make it a very popular contender.



## Media Get a Taste of Tourneo Custom and Transit Custom

The launch of the new Tourneo Custom and Transit Custom was a great opportunity for the media to acquaint themselves with the new models from Ford.

Over 40 motoring and lifestyle media were invited to take part in an Amazing Race through historical parts of Johannesburg, relying on their knowledge of the country’s history and diverse cultures to navigate their way to sites many had never seen before.

The event, called the Amazing Drive, was designed to highlight the Tourneo Custom and Transit Custom’s capabilities to their fullest: seat configurations, box stowage and parking sensors were all instrumental in completing the race, which was won not by speed, but by intelligently navigating the city and uncovering its hidden gems.

The Amazing Drive started in Sandton and finished in Soweto. Media received 7 clues which took them to 7 different destinations, where they had to complete a

task before being given the next clue and moving on to the next destination.

The media visited a famous Soweto Fish and Chips store where they purchased a variety of local goods in the local language. They then picked up a passersby, filling up the Tourneo to the brim on the way to Nelson Mandela’s old home and finally, the teams found out the name of a penny whistler before heading off to their final destination at the iconic Soweto cooling towers.

“The Tourneo’s power is perfect for its application. This is a car that is very well spec’d. It’s also not intimidating to drive – a big car with a small car feel that’s extremely comfortable in the front and back,” said Marius Roberts of Ignition TV.

“This is a great value for money offering: a car that is well spec’d at a good price. It should do well in South Africa,” said Mark Holdworth of Gearheads.



## Ford Launches Fiesta ST in South Africa

The Fiesta ST was successfully launched! Held at a new track 100km outside of Johannesburg, media participated in some fierce competition on the track with the added excitement of them never having experienced such a venue before. The racing was technical and challenging, and combined with the ride and drive to the track the day showed off the ST in all its glory.

“This is a very exciting vehicle with lots of ‘oomph’. It is very responsive and spec’d extremely well. The Fiesta ST is definitely a looker, and I’m glad to see that VW will have some competition [to its Polo GTI]. The pricing is awesome and I expect the ST to have a huge impact on the segment,” said Lawrence Smith of Ride & Drive host on YFM radio.

“I love the gear shift action and weight of the steering wheel – it’s beefy where it needs to be. The Fiesta ST is comfortable compared to other cars in its segment. The pricing is excellent for the spec and technology level,” said Pritesh Ruthun of What Wheels?



## Ford Continues Winning Streak



Jan Habig and Robert Paisley took a comfortable victory in their Basil Read S2000 Ford Fiesta at the Toyota Dealer Rally. The win ensured an unbroken string of victories this year for Ford, with the Blue Oval being represented on the podium of every national championship event since the beginning of 2011.

For Habig and Paisley, who between them boast an impressive eight rally championships, the event broke a streak, which has seen Habig winless since 2009.

“It’s been a long time coming and we couldn’t be happier,” said Habig. “The car was faultless

throughout the weekend and we had a trouble free run to the finish.”

Reigning national rally champions Mark Cronje and Robin Houghton had an uncharacteristically tough weekend but despite a string of mishaps the pair was able to walk away with a useful haul of points.

Cronje and Houghton remain in the lead of the championship by a single point from their Ford compatriots Habig and Paisley.

Both Ford crews are looking forward to the next round of the championship, the Volkswagen Rally in the Eastern Cape on July 19 and 20.



## Ford Everest Refreshed and Ready for Adventure

The Everest is designed to be the ultimate recreational vehicle with the comfort and safety features required of a family car and the off-road competencies of a Sport Utility Vehicle (SUV). A number of upgrades have recently been made to the Everest resulting in an even more appealing package.

The seven-seater SUV boasts bold styling that has been further enhanced. A newly designed front grille is complemented by subtle modifications to the front bumper, the headlamps, fog lamp bezels and door mirrors while the quarter back windows have also been enhanced.

Wheel arch flares give the Everest a muscular stance, while its ready-for-adventure character is further defined by the full size spare wheel mounted on the tailgate and high-mounted taillight clusters that increase visibility and lend a more premium status to the SUV. Other exterior enhancements include the addition of a new exterior colour, Copper Red.

Cabin enhancements see the interior trim change from camel to a darker tone called Basalt (black), perfect for family outings and outdoor excursions. USB and auxiliary input comes standard across the range, and cruise control is available as standard in the limited model\*.

Three models of the Everest are available, all powered by Ford's acclaimed Duratorq TDCi diesel engine. The TDCi engine delivers quick response, produces strong torque at low revs, offers highly refined characteristics and is fuel efficient with low running costs.

The 3.0-litre engine employs advanced injection technology – intercooler and variable-geometry turbocharging – to reduce turbo lag and improve overall performance. Plenty of available torque makes it highly responsive to the driver's needs and gives the Everest ample grunt. The 115kW 3.0-litre delivers 380Nm peak torque at 1800rpm. At 3000rpm, the Everest's 3.0-litre TDCi diesel proves its flexibility in delivering more than 350Nm.



## Ford Wins International Engine of the Year for Second Year; Announces Increase in 1.0-Litre EcoBoost Production

Ford Motor Company's ultra-fuel efficient and spirited 1.0-litre EcoBoost petrol engine today was named 2013 International Engine of the Year, marking the second straight year Ford's acclaimed three-cylinder engine has captured the award.

The 1.0-litre EcoBoost – which combines direct fuel injection, turbocharging and variable valve timing to lower fuel

consumption without sacrificing power – received the highest score in the history of the awards. The engine also won the "Best Engine Under 1.0-litre" category at the annual awards presented by Engine Technology International magazine.

Ford also confirmed plans to double production of the engine at its Cologne (Germany) Engine Plant to more than 1,000 engines a day from mid-August to meet demand.

"With a technology as mature as the internal combustion engine, it's very rare to achieve a true breakthrough, but that is exactly what the team accomplished with this engine," said Joe Bakaj, Ford vice president, Global Powertrain. "You have to drive it to believe a small three-cylinder engine can deliver such performance and fuel economy."

In South Africa, the 1.0-litre EcoBoost engine is currently offered in the Fiesta and will also be a part of the EcoSport range, coming later this year.

## Ford Gears Up for Winter



Employees once again banded together to collect warm clothes and blankets in anticipation of another cold winter. Once collected, the clothes and blankets were delivered to the Viva Foundation.

"Once again our employees really came to the party by donating so generously," Ford Corporate Communications Manager Alisea Chetty explains. "When we delivered the goods we were fortunate to spend time with the children and witness their daily activities. It was heart-warming to hand over the goods and be proud of what Ford is doing for the community, a humbling experience to say the least."

The Viva Foundation is a non-profit organisation that strives to transform informal settlements into stable and economically viable communities. The Viva Foundation established the Viva Village in Mamelodi East's Alaska Informal Settlement, where it provides pre-school facilities; a special needs programme for children, literacy, art

and after-school care programmes for children. It also runs a feeding scheme that provides more than 3500 meals to underprivileged families monthly.

The foundation relies upon the goodness of people, the public, and private sector companies in order to provide services to the community. FMCSA has supported the Viva Foundation for the past three years as it directly impacts the Mamelodi community where many of FMCSA's employees reside.

FMCSA last year donated a Ford Ranger to the Viva Foundation in support of their on-going work in the Mamelodi East community.

"They were in dire need of a vehicle last year and we were pleased to be able to assist them in that regard and when our staff donated so generously ahead of the winter season we were once again pleased to be able to offer our support to them," concluded Chetty.

## Ford Rallies in Support of Literacy

FMCSA recently participated in the annual Rally to Read initiative. Rally to Read sees corporate South Africa and the READ Educational Trust coming together to assist schools in rural areas of South Africa by delivering books and offering curriculum support to teachers.

During May and June each year, convoys of vehicles depart from five main cities across the country to deliver educational material and resources to some of the country's most remote and neglected schools. On arrival, participants meet and interact with the learners and teachers as part of the process of handing over the books and resources.

The weekend-long Rally saw Ford taking to the roads of northern Kwa-Zulu Natal in a Ford Ranger in support of the cause.

"Teams left to visit two schools each and deliver books and other resources for all grades. There was a short presentation at each school; symbolic signing of the contract between the school and the project and a short "tour" of the school. It's eye-opening to see the excitement and gratitude of the learners as the convoy arrives," said FMCSA Vice President of Finance Michael Brielmaier, who participated in the event.

"Despite it being a weekend and despite the distances some needed to travel to reach the schools the turnout was phenomenal. It is heartening to know there is such a thirst for knowledge and through this initiative thousands of young South Africans will have an opportunity to transform their circumstances."



## Ford Sponsors Nimrod Nkosi



Ford South Africa handed over the keys of a Ford Ranger to local hero Nimrod Nkosi who will represent the Ford brand for the next six months.

One of the most recognisable faces in South Africa, he has extensive television experience which began in 1994 with an acting role in U Bambo

Lwami. Various other TV roles followed most notable among them his stint hosting Jam Alley on SABC 1.

"We have worked with Nimrod extensively in the past," commented Jeff Nemeth, president and CEO, Ford Motor Company of Southern Africa. "He has been an MC at many of our internal events, much to the excitement of everyone at our Silverton Assembly Plant."

Nkosi continues to be a regular on our TV screens, currently hosting the National lottery show. He also works extensively as an MC for many of South Africa's major corporations.

Despite his busy schedule Nkosi made time to visit the Silverton Assembly Plant where the Ranger he is now driving was built.

"It's always a pleasure to visit the Ford factory. I have a great relationship with the people at Ford and am always made to feel so welcome," said Nkosi.

"The Ranger is synonymous with reliability and excellence. I am on the road a lot and the Ranger is the perfect partner for me no matter where I am going. It is indeed an honour to be a part of the Ford family," he concluded.

## Ford Tackles Safety And Eco Driving On South African Roads

Ford aims to promote safe, fuel efficient and environmentally friendly driving through its Driving Skills for Life (DSFL) programme.

The programme differs from other advanced driving courses in that it aims to promote Eco Driving while simultaneously tackling the country's poor road safety record.

DSFL is offered to employees as well as customers through the Ford dealer network. More than 1000 employees have already completed the DSFL course and 400 people were trained at Ford's dealerships around the country.

As fuel costs rise and concerns about the environment increase, DSFL teaches drivers how to drive efficiently in order to save fuel and significantly reduce greenhouse gas emissions, therefore saving money and playing a pivotal role in mitigating the harmful effects of driving on our environment.

For many drivers, a safety culture means knowing and demonstrating the skills and behaviours that underpin crash free driving and accepting that this is dependent on their attitudes, awareness and motivation. This is exactly the culture that DSFL instills.

"The driving programmes generally available in South Africa tend to have a performance bias where they are either designed to promote the performance of a specific vehicle brand, or are marketed as a leisure or lifestyle activity," explains Alisea Chetty, Corporate Communications Manager.

The driver education course mixes classroom and practical training to help increase awareness of safe driving techniques that also help improve fuel efficiency. The technologies in most Ford vehicles assist you with best practices. Since 2013 the DSFL program has progressed to include the skid monster, drunk-driving goggles, anti-hijacking and so much more, ultimately to increase awareness and minimize the spread of CO2 emissions.

"At Ford we strive to offer products that are safe, fuel efficient and environmentally friendly, however driver input and behavior is just as critical and the DSFL programme aims to ensure customers use the technology and features on offer in the optimal manner," concluded Chetty.

To book please will you send an email to Sipho Chaane [schaane@ford.com](mailto:schaane@ford.com).

### Photo Caption:

Four Rangers made up the wedding procession of Mr. Deon Ock's daughter's wedding in Saldanha.



## Ford South Africa Bid's Farewell to Dean Stoneley



Dean Stoneley has been appointed as Manager, Business Strategy Office, Global Marketing, Sales and Service, based in Dearborn Michigan.

"It is with great sadness that we say farewell to Dean. While we will certainly feel the loss, he has a fantastic opportunity based at Ford Motor Company's head office in America and we wish him every success in his new role," said Jeff Nemeth, president and CEO, Ford Motor Company of Southern Africa.

Stoneley joined FMCSA in 2010. During his tenure Ford reached its highest share in seven years and successfully launched the locally built Ford Ranger, which has set and broken sales records every month. Figo, Focus ST, Kuga and Transit as well as Mazda's BT-50 and CX-5 are among the other introductions successfully introduced under Stoneley's watch.

"We wish Dean and his family all the best as he embarks on a new and exciting adventure within the Ford family," concluded Nemeth.

"We are privileged to welcome Mark Kaufman to the team. He brings with him a wealth of experience, in particular in developing markets, and we wish him every success in his new role," said Jeff Nemeth, president and CEO, FMCSA.

Kaufman has a rich history in Marketing and Sales. Most recently he was the Marketing Director for Ford of South America where he led the introduction of Ranger and more recently EcoSport. Prior to his posting in Brazil, he led the Global Marketing Small Car restructuring and improvement strategy that contributed significantly to the global success of Fiesta and the Focus becoming the best-selling nameplate in the world.

Kaufman is an American national but has worked and lived in Germany and Brazil.



Kaufman, M Vice President: Marketing, Sales and Service

## Employee Notice Board

### Congratulations to all on their new roles!

#### New Starts from June!



Mosima Leonard Pheeha- Engineering Specialist P/T (Manufacturing)



Farzana John Marketing Manager (E&G)



Dario Chiarelli Buyer (Purchasing)



Nastassia Ballyraj Buyer (Purchasing)



Lonwabo Mnyobe Component Design Engineer (Product Development)



Yethen Gengan- Process Engineer (Manufacturing)



Ringrose Moyake Customs Analyst (Finance)



Rishaad Loonat Buyer (Purchasing)



Marumo Matsi Component Design Engineer (Product Development)



Thabo Masete Human Resource Business Operations Manager ( Human Resources)

#### May

Henco Neil Booyesen  
Naidoo Vanessa  
Naicker Logan  
Vusi Machie  
Chabalala Terrence  
Hanna De Beer  
Annaline Hill  
Strike Thabo Mahlangu  
Lesiba Jeffersons Masoga  
Adheer Thakurpersad  
Peter Mpho Lebeloane

Control Engineer  
Application Development Project Manager  
TCF Manager  
Product Analyst  
Financial Analyst A  
Hourly Paymaster  
Buyer  
Material Cost Analyst B  
PPM Analyst  
Engineer Material Flow  
Foreman Maintenance

