**For immediate release**

**Not all 4x4s are created equal. Ford Launches its New Desert Driving Tips Series with First Episode: Off-road Vehicle Basics**

* Ford launches six-part video series to help drivers explore the region’s remote reaches
* First episode covers considerations when choosing the right vehicle to go off-roading with
* Weekly video series hosted by Ford engineers, starring the Ford Ranger pickup

**DUBAI, UAE, November 14, 2018** – The Middle East has some of the best desert driving spots in the world, and while many take to the dunes over the cooler months, others are put off by the possibility of spending more time in the desert than they may have planned to.

Getting stuck is real concern for many – but with a few simple steps and a little knowledge, driving in the sand can be a lot of fun. It will take you to places you’ve never been before, and give you a chance to experience the Middle East in a unique and exciting way.

To help you enjoy the region’s remote reaches, Ford has put together a six-part series of helpful videos covering the basics of desert driving – giving adventurers the advice they need to get off the beaten path and into the dunes this winter.

Episode one centres on choosing the right vehicle to go off-roading with. Given the right conditions and in the hands of expert drivers almost anything can be driven in the desert but for the rest of us, four-wheel-drive is a must. But not all four-wheel drives are created equal, and while many crossovers now come equipped with all-wheel-drive, some may not be suitable for a life negotiating soft, deep sand.

“You really need to look at a vehicle that has good ground clearance, four-wheel drive with low-range and the capability to be taken out in the dunes,” said Mike Chavez, series co-host and Ford Middle East Product Development Lead Technologist. “Crossovers are usually limited in their ground clearance, and approach and departure angles which are typically less than you need for off-roading. This is great for aerodynamics and fuel economy in daily driving, but when you come off-road and into the sand, you could damage the vehicle or get it stuck.”

Four-wheel drive not only channels engine power to each wheel but a low-range setting allows drivers to tap more of the engine’s torque and driving out of sticky situations.

To help get the most out of the available traction on loose sand, drivers deflate their tyres before leaving the road. With more tyre in contact with the ground, the weight of the vehicle is spread over a wider area, allowing it to float on top of the sand.

“The wheel and tyre combination on a vehicle like the Ranger gives you more tyre, so when you deflate it allows you to stay on top of sand and not dig in and get stuck,” Chavez added.

You can watch the first episode in Ford’s Desert Driving tips series by clicking [here](https://www.youtube.com/watch?v=Y3oWlq52mMY&feature=youtu.be).

# # #

***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 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://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*](http://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.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Contacts:** | Sue Nigoghossian  MENA Communications  Ford Middle East & Africa |  | Rasha Ghanem  ASDA’A Burson-Marsteller  971-4-4507600 |
|  | 971-4-356-6368 |  | [rasha.ghanem@bm.com](mailto:rasha.ghanem@bm.com) |
|  | [snigogho@ford.com](mailto:snigogho@ford.com) |  |  |