**For immediate release**

# **Ford Earns Top 10 Spot for Third Year in a Row in UAE’s Most Intimate Brands Ranking**

* Intimacy rating places Ford first among US automotive manufacturers in the country
* Rating based on Ford customers’ responses to evaluations and surveys gauging emotional connections to the brand

**DUBAI, UAE. February 17, 2020** – Ford has once again been ranked among the top 10 most intimate brands in the UAE, and the highest-ranking American automotive company on the new list, according to [MBLM’s *Brand Intimacy 2020 Report*](https://mblm.com/lab/brandintimacy-study/).

Now in its fifth year, the MBLM ranking system sees Ford occupy seventh place following an intricate collation of brand evaluations, consumer reports, and quantitative surveys that measure the level of influence and emotional connection brands have with their customers which, in turn, affects the decision making process. Creating emotional connections with customers helps drive demand, encourages growth in sales and creates a strong sense of loyalty.

The annual Brand Intimacy report ranks close to 400 brands on their ability to build strong emotional bonds with their customers, and contains the most comprehensive rankings of brands based on analysing the responses of consumers aged 18-64 across 15 industries in the UAE.

“We are thrilled to see Ford retain its standing among the region’s top 10 Most Intimate Brands in the UAE – and to top the rankings as most favoured American car brand,” said Chris Probert, marketing director for Ford IMG and Direct Markets. “Ford prides itself on building smart vehicles for a smart world, and being considered a top intimate brand for three consecutive years by our customers highlights the trust they have in the Ford vehicle ownership journey.”

William Shintini, managing partner of MBLM, said: “Ford’s continued presence in the top 10 of the Brand Intimacy Study, UAE edition is testament to how consumers are developing emotional bonds with Ford, and demonstrating price resilience. Examining only users of the brand, we gauge their emotional connection, and characteristics of the bond, and Ford repeatedly out-performs the lion’s share of companies in the UAE.”

This year’s UAE Top 10 Most Intimate Brands demonstrate the growing dominance of the automotive industry, with five manufacturers listed in the rankings. Ford is the only American automotive brand on the list.

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***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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 190,000 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)*.*

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| **Contacts:** | Rasha Ghanem Direct Markets Communications Director Ford Motor Company |  | Jemma ChalcroftAssociate Director ASDA’A BCW971-4-4507600 |
|  | 971-4-356-6217 |  | jemma.chalcroft @bcw-global.com |
|  | rghanem@ford.com  |  |  |