**For immediate release**

**Ford Direct Markets Joins Forces with F-150 Clubs and Owners to Launch the Middle East’s Favourite Truck – the 2021 all-new F-150**

* In a regional first, Ford placed its loyal band of customers at the heart of the launch for the eagerly anticipated all-new F-150
* The all-new F-150 is the region’s first hybrid electric powertrain light duty truck
* See the ‘Make Way for the Beast’ film here: https://www.youtube.com/watch?v=RKoBQjvRamE.

**DUBAI, UAE, 29 March 2021** *–* To mark the arrival of the 2021 all-new F-150 in the Middle East, Ford Direct Markets joined forces with its existing band of loyal F-150 clubs and owners to kick off its ‘Make Way For The Beast’ campaign.

The campaign’s kick-off film entitled ‘Make way for the Beast’, was shot at the Al Qudra desert in the UAE late last year adhering to coronavirus safety and social distancing protocols. Ford brought together its family of Ford truck fans from across the region to welcome the eagerly anticipated all-new F-150 which has been purpose built from the ground up — completely redesigned to be the toughest, most productive F-150 truck ever.

Regionally, it was the first time Ford collaborated with its customer base for a product launch. The band of loyal Ford truck owners played a vital role in the successful completion of the film creating a truly momentous occasion for the arrival of the new iteration of the Middle East’s favourite truck.

“The response received from F-150 owners and clubs to be part of the launch of the all-new model was truly overwhelming and a one-of-a-kind occasion that involved our strongest asset, our customers,” said Chris Probert, Marketing Communications Director, Ford Direct Markets. “The enthusiasm to partake in unveiling the all-new model was a clear indication of our customers sentiment towards the brand and the confidence they have in us to deliver products that are sought after in the Middle East.”

In addition to being featured in the film, Ford conducted behind the scenes interviews with respective F-150 owners who shared their thoughts on the all-model and their Ford Truck Life experiences. The attendees received a sneak preview of the film before its official launch and drove away with Ford truck memorabilia as a token of appreciation.

“I was thrilled to receive the invite from Ford to be a part of the regional launch film experience,” said Fernando Inacio, owner of a first-generation F-150 Raptor. “I am always excited to get behind the wheel of my truck – it has a street presence like nothing else out there and gives me unlimited off-roading opportunities that I’m sure will continue with the all-new F-150.”

**Toughest F-150 ever**  
The all-new F-150 starts with a durable, proven foundation – a fully boxed high-strength steel frame with a high-strength, military-grade, aluminium alloy body. Every panel of the distinctive, rugged exterior is redesigned while maintaining its bold and tough signature look, including an updated headlamp design, new power dome hood and wrap-around bumpers.

**Most productive F-150 ever**  
Ford’s deep understanding of truck customers informs new features on the all-new F-150 that help take productivity to the next level.

Creating the ultimate durable, anywhere office, F-150’s new optional Interior Work Surface is ideal for signing documents, working on a laptop or enjoying a meal when parked. Knowing many customers prefer a console shifter, Ford has created a stowable unit for F-150, which easily folds into the centre console with the push of a button and allows full access to the large work surface when in park.

The all-new 2021 launches with a choice of four engines – three V6 options, including the segment's first ever full hybrid powertrain – and a naturally aspirated V8.

**Driver-assist technologies**  
All-new F-150 offers the latest driver-assist features as part of Ford Co-Pilot360™ 2.0. More features are now standard on XL, including Pre-Collision Assist with Automatic Emergency Braking and Pedestrian Detection to help avoid a possible collision with another vehicle or a pedestrian, rearview camera with dynamic hitch assist, auto high-beam headlamps and auto on/off headlamps.

To watch the ‘Make Way For The Beast’ film created by Impact BBDO and Makerhouse click [here](https://www.youtube.com/watch?v=vPjOSvyX418).

The all-new 2021 F-150 is available in showrooms across the region. Visit me.ford.com for more details.

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***About Ford Motor Company***

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – 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 vehicle services.  Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.*

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