

Ford Vietnam has been selling vehicles in Vietnam for 25 years and today, we are building on our success story in Vietnam with a wide range of cars, SUVs, pickup trucks and commercial vans, i.e. Ford EcoSport, Transit, Everest, Ranger, Ranger Raptor, Explorer, and the new MPV Tourneo that was launched in September 2019. In addition, three out of six current products are segment leaders in years, including Ranger, Transit and Explorer, while Everest recorded strong growth recently.

Besides, Ford Vietnam is also an active participant in a wide range of social and community projects throughout Vietnam. Ford Vietnam pioneered safe driving stewardship in Vietnam by launching the global Ford's Driving Skills for Life (DSFL) program for the last 12 years which includes the continued success of our No Honking campaign, Play Day for Children campaign, Global Month of Caring, and numerous other initiatives that help to improve the lives of Vietnamese people. Ford has partnered with the National Traffic Safety Committee, Asia Injury Prevention Foundation, and Ministry of Education and Training to help deliver DSFL's safe driving messages across Vietnam. This emphasis has been key to the development of the company's strong corporate reputation and is aligned with Ford's aim of helping to build a better world.

Ford Vietnam takes pride in having been one of the first foreign companies to invest in Vietnam in 1995 and in our ongoing role in contributing to the development of the Vietnamese auto industry as well as the economy overall.