

EVEREST UPGRADE



New production of the Everest SUV has kicked off at Ford's Silvertown assembly plant in Pretoria.

NEW production has begun on the Ford Everest range.

The expanded Everest SUV started production at Ford's world-class Silvertown assembly plant in Pretoria.

It is now a two-vehicle assembly factory that also produces the Ranger for export to 148 markets in Africa, the Middle East and Europe.

The Everest will be produced for the South African market, and exported to countries across Sub-Saharan Africa.

This follows a combined R2,5 billion investment in Ford's local operations for the Everest and Ranger programmes, which created about 1 200 new jobs at Ford Motor Company of Southern Africa and also within its supplier network.

The Everest has been a very popular addition to Ford's local line-up but thus far has only been available in the two high-specification 4x4 models – which were only available as imports from Thailand.

Local production has allowed Ford to expand the offering with an additional six versions, two engine choices, three trim levels, the option of manual and automatic gearboxes, as well as two and four-wheel drive options.

Also, the 2,2 TDCi XLS and XLT models in particular will appeal to family and lifestyle buyers, offering better value for money.

While the mighty 3,2-litre TDCi engine remains un-

changed at the top of the range for this capable and useful seven-seater SUV, the revised Everest line-up will be improved with the refined and economical 2,2-litre Duratorq TDCi engine also found in the Ranger.

The engine can be ordered with either a manual or automatic gearbox.

A third 4x4 model is set to join the mix in the form of the 2,2 TDCi XLS, equipped with a six-speed manual gearbox.

Five all-new two-wheel drive Everest models will join the line-up for the first time too.

The full details of the expanded Ford Everest line-up will be announced at the relaunch.

Boost your wheels into a sleek machine



Select Roush performance upgrades are now Ford approved!

THE demand for Ford Performance and Roush Performance parts and conversion kits from their new place in Centurion is proving very strong and in some cases, demand is outstripping supply.

This is only a month after the official launch, said general manager Grant Askham.

"We are delighted that even in this economic downturn, there are Ford owners who still want to improve the performance or appearance of their Fords," he said.

One of the problems with performance improvements is that they void manufacturers' vehicle warranties. What has been arranged for the Ford Performance Parts and Roush Performance fits is a comprehensive three-year/60 000km engine warranty that will cover the performance upgrades, while the remainder of the original Ford warranty will NOT be voided!

Under the Roush banner, the Mustang is offered with three levels of performance improvements, ranging from cold air induction and an exhaust system (level 1); cosmetic features and an ECU upgrade (level 2) and the fitment of a Roush supercharger and revised suspension (level 3).

Under the Ford Performance Parts banner, upgrades for other Ford models, including the Ranger, Everest, Fiesta ST and Focus ST are available.

The company is currently awaiting approval for Roush performance improvement kits for the Ranger and Everest models, but meanwhile it is selling suspension kits and other accessories for them.

The fitment centre is manned by master technicians and this will be a requirement when other Ford accredited dealers are established to do performance improvements themselves.



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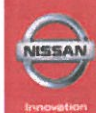
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