

Hundreds of attendees enjoyed the unrivaled experience of Ford vehicles in KMT

# Ford Alghanim Holds Ford Blue Weekend



• Celebrating the legacy of Mustang and Truck Life with Ford fans in KMT



Ford Alghanim held its first Ford Blue Weekend on 15 and 16 November in Kuwait Motor Town (KMT), celebrating the legacy of Ford Motor Company with hundreds of customers and Ford lovers. Giving customers an immersive experience on what Ford Motors has to offer, the event included a star-studded lineup of Ford Alghanim special vehicles on display for visitors of KMT during the Ford Blue Weekend. The lineup included the Ford Mustang Batmobile, Expedition Street Edition, Expedition Beach Edition, Raptor Superman Edition, in addition to other Ford vehicles accessorized and customized by Off Road Performance.

The first day of the event focused on celebrating Ford Motors selling over 10 million Ford Mustangs. Ford Mustang and Ford Mustang Shelby owners took over the KMT South Circuit, enjoying the adrenaline rush accompanied by the loud roars of the powerful and capable Ford Mustang engines. From 9 AM to 10 PM, 10 sessions were held whereby customers were given a 30-minute briefing by professional track drivers, followed by a 30-minute track time session for customers.

The second day was all about the Truck Life, Ford Truck aficionados gathered to test their trucks from a roster of Ford off-road beasts such as the F-150, the Ranger, the Super-Duty, and the Raptor. The event saw participation by the Kuwait F-Series Club, who showcased a number of their unique customized trucks. All participants in the Truck Life event were given a briefing by rally cross champion Abdul-Aziz Al Bushair before heading to the Obstacle Course Track and the Rally Cross Track.

On the sidelines of the event, Ford Trucks Alghanim revealed the All-New, top-of-the-line Ford F-Max heavy truck, winner of the 2019 International Truck of the Year Award, which boasts space, comfort, and the most advanced technology available on a truck. Hundreds of spectators watched as a specialized professional stunt driver was flown in from Europe



to showcase the truck's true power, capabilities, and safety. The driver drifted the 8-ton vehicle with as much ease and comfort as if it were a sports car, putting the Truck's abilities to the test.

Commenting on the successful conclusion of the event, Adnan Eidan, Marketing Manager at Ford Alghanim said: "We are proud to hold this event, a perfect opportunity for us to engage with customers, Ford Motors enthusiasts, and our community partners such as the Kuwait F-Series Club and Mustang Owners. We look forward to organize more events in the future, introducing our loyal customers and members of the community as a whole to the unparalleled experience that Ford vehicles provide."

He added that Ford Alghanim is committed to provide customer-centric experiences that complements the lifestyle of its customers, and works year-round to engage with its customers and members of the community.

