



Ford Announces Strategic Realignment: Continuing Customer Care Amidst New Vehicle Sales Discontinuation in Egyptian Market

- Ford is discontinuing new vehicle sales in Egypt.
- Ford remains fully committed to its customers in Egypt. Jameel Motors' established service network is positioned to provide outstanding service and support to Ford vehicle owners in the Egyptian market.
- Jameel Motors service centers in Egypt are dedicated to maintaining and servicing Ford's existing vehicles, striving to provide exceptional care and maintenance.

**CAIRO, Egypt,
Feb. 26, 2025**

Ford Motor Company has announced the discontinuation of its new vehicle sales operations in the Egyptian market, effective February 26, 2025. This strategic decision is part of Ford's ongoing efforts to realign its business strategies with the evolving global dynamics that shape the automotive industry.

As Ford transitions away from new vehicle sales in Egypt, Ford remains committed to its valued customers and providing them with excellent customer satisfaction. Ford, along with Jameel Motors, its local distributor, will continue to provide comprehensive after-sales, parts, service support and warranty coverage, so that existing customers continue to receive quality care and assistance. Jameel Motors will be readily available to address any inquiries and provide the necessary support during and after this transition.

Achraf El Boustani, Managing Director of Ford Northern and Sub-Saharan Africa, emphasized Ford's dedication: "While we discontinue our new vehicle sales in Egypt, we will continue to prioritize customer experience and satisfaction so that it remains stronger than ever. We, along with our local distributor, are dedicated to providing exceptional support to our Egyptian customers."

This decision follows consideration of market trends and an understanding of the evolving needs of Ford's customers. Ford extends its gratitude to its loyal customers and distributor Jameel Motors, who have been integral to Ford's journey in the Egyptian market.

For more information and inquiries, please reach out to our customer support team at nafcrc@ford.com & fordinfo@alj.com.eg
Ford and Jameel Motors are committed to facilitating a smooth transition so that customer needs remain satisfied.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities, and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

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