

Midnight sales campaign boosts Ford sales in June

Ford Vietnam on Wednesday announced that June sales nearly doubled that in the previous month to 437 units, representing the company's best monthly performance this year.

The rebounding sales helped Ford achieve an overall market share of 6.7% in June, also the company's best month this year.

Ford launched its first 'Midnight Sale' campaign in June, which helped drive traffic to Ford showrooms across the country and generate significant month-end sales. With that success, Ford is extending its promotion program for a further month.

Ford's entire lineup contributed to the June performance, with nearly all models achieving their best monthly sales of the year.

The popular new Fiesta continued to prove its strong appeal to young and tech-savvy consumers with retail sales of 100 units, or more than 15% share of its highly competitive segment.

The Ford Focus and Ford Everest delivered sales of 99 and 90 units respectively, and the Ford Escape captured 58% of the small SUV segment with sales of 62 units.

Ford expects its momentum from 2011 to continue this year, driven by the launch of the all-new Ford Ranger and all-new Ford Focus as part of the company's plan to introduce eight all new One Ford vehicles to ASEAN by mid-decade.

'With the upcoming launches of two more global One Ford vehicles in Vietnam, we're confident that our sales performance will continue to strengthen through the second half of the year,' Laurent Charpentier, managing director of Ford Vietnam, said in a statement.

Last month, Ford Vietnam launched the midnight sales event to promote sales to customers nationwide. Vietnamese customers have the opportunity to take home valuable gifts, including iPad 2, microwaves, juicers and more. The Golden Chance Promotion this month offers special prices with a discount of up to VND137 million per unit for Mondeo cars.

The Saigon Times Daily