

Ford gets behind Kiwi businesses

Ford Motor Company of New Zealand Limited has cemented its commitment to Kiwi businesses with a two-year partnership that will see six new Fords given away to visitors at NZ's largest and longest running sector specific exhibitions and events.

XPO Exhibitions Ltd, leading business-to-business (B2B) event organiser, has partnered with Ford to give trade visitors to the country's leading food technology, packaging technology, engineering, manufacturing, gift & homewares, build, design, architecture and business services sector specific exhibitions. It's an opportunity for our business visitors to add a brand new Ford to the company asset register, says XPO Director Brent Spillane.

"It's great that one of the country's oldest and most-respected motor companies with a passion for this country has recognised the same in our DNA. XPO has the country's longest-running successful trade exhibition portfolio. We've been successful because we focus on sector specific businesses. We work hard to make our trade events the place that businesses can come to compare, research and buy world leading products and services face to face. It's about ensuring ongoing value for exhibitors as well as visitors.

"Ford has the same values in supporting New Zealand business. Ford dipped its toe in the water at our biennial 'buildNZ designex' event earlier this year by giving away a new Ford Ranger Utility to one lucky trade visitor. The response from the trade was brilliant. Ford saw genuine value from the captive market and an intimate way to market its' leading vehicles to Kiwi businesses," says Brent Spillane.

The XPO/Ford partnership gives the motor company exclusive access as our preferred vehicle partner at the country's premiere business and trade events.

"XPO events attract more than 35,000 genuine trade only visitors every year, and the majority of them are return visitors proving the enduring value of these events. Visitor numbers have been on the increase too. The agreement will allow Ford to capture its own rich business profile data of those attending and entering the prize draws or simply interacting with Ford on their prime exhibition space."

The business events that Ford will be supporting and providing a vehicle prize giveaway include the New Zealand Gift & Homewares Fairs; the EMEX engineering, manufacturing and electronics sectors event; FoodTech PackTech which is for the food, packaging and technology sector; buildNZ designex which supports the building, construction, design and architecture sectors; and MyBiz Expo which helps small and medium enterprises source competitive business services for their companies.

Ford will run a number of show-only promotions before and after the events, giving visitors a genuine reason to buy. Chris Masterson, national marketing manager at Ford says, "It's an exclusive business target audience and one that we just had to jump at – and we are the first major vehicle brand to partner with XPO in this B2B exhibition space. Our vehicles are a great value match for specific business sectors looking at fleet or even personal needs. This is a fantastic new marketing launch pad."

There is more detail on each of these business sector events at www.xpo.co.nz

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