Ford Day: Saving lives, saving the Earth

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FORD Group Philippines recently held their first Family Day to usher in the New Year at the Fort Bonifacio Global City. The whole day affair was marked with lessons on road safety and environmental protection via the use of Ford’s Flex Fuel Vehicles or FFVs, a mini car show and the unveiling of the country’s first solar-powered vehicle. Both road safety and promoting the use of eco-friendly vehicles are advocacies pioneered by Ford in the local automotive industry and the country.

A highlight of the weekend Ford event was the unveiling of the first-ever solar car in the Philippines, with De La Salle University being the lead proponent. For this groundbreaking venture, Ford bankrolled the project in partnership with Pilipinas Shell, San Miguel, Sunpower, Philippine Airlines and Venus. The solar car, dubbed “Sinag”, will be the Philippine entry to the World Solar Challenge in Australia towards the last quarter of the year.