

# All-New 2017 Ford F-150 Raptor Makes its Middle Eastern Debut from Alghanim Auto's Stand at Kuwait's "AutoMoto 2017"

- Ford F-Series is America's best-selling truck for 40 consecutive years and America's best-selling vehicle for 35 years; with more than 26 million trucks sold since 1977
- The all-new 2017 F-150 Raptor is the toughest, smartest, most capable Raptor ever, and re-defines what it means to be the only purpose-built, high-performance off-road truck
- Alghanim Auto showcases early build unit specifically for F-150 Raptor fans and customers who would like to book their favourite performance truck

**KUWAIT CITY, Kuwait, January 10, 2017** – Kuwait's Ford F-150 fans and visitors of the AutoMoto 17 show in the 360 Mall are in for a special treat this weekend when the all-new 2017 Ford F150 Raptor makes its Middle Eastern debut out of the Alghanim Auto Ford stand. Ford and Alghanim Auto are showcasing the latest version of the F-150 Raptor performance truck to the public for the first time in the Middle East.

Taking place at 360 Mall this Thursday January 12th through the 21st, Auto Moto has been recognized as the Annual Kuwait Motor Show, attracting a large base of car enthusiasts in Kuwait. Alghanim Auto's participation stems from its brand philosophy to bring the latest exciting Ford products to Ford enthusiasts in Kuwait while engaging with the local community.

"Alghanim Auto is committed to deliver the latest Ford products and service excellence to our customers in Kuwait, and working with Ford Middle East to bring the region's first 2017 F-150 Raptor to our truck enthusiasts in Kuwait demonstrates just that," said Tim Zimmerman, Vice-President, Alghanim Auto. "We are excited to be part of this year's Auto Moto show with the latest 2017 lineup and are looking forward to welcoming our customers in Kuwait to the Alghanim Auto stand."

Customers visiting the stand can have a closer look at the latest generation of this highly anticipated off-road monster. Going on sale later this quarter, this gives customers who are interested in the all-new 2017 Raptor to register their interest and pre-book a vehicle from one of Alghanim Auto's sales consultants present on-site.

Besides the all-new F-150 Raptor, the Alghanim Auto stand will showcase other A-list performance models such as the sporty Focus ST, the legendary Mustang Shelby GT350, the Taurus S.H.O sport sedan, in addition to the latest Ford SUV models including the all-new Ford Edge and the new Explorer.

The all-new 2017 F-150 Raptor is designed to be up-to 500lbs lighter than its previous generation using aluminum alloy for the outer body and bed. The latest generation of the performance truck has been improved for a better off-road experience and is now lean, mean, and ready to conquer punishing terrains thanks to an all-new twin-turbo, intercooled DOHC 24-valve high-output 3.5L EcoBoost® engine with direct fuel injection with 450HP\* and 510lb-ft of torque\*; mated to an all-new 10-speed transmission that provides exceptional launch and full-throttle capability and power efficiency.

All new advanced four-wheel-drive torque-on-demand transfer case with Terrain Management System™ automatically manages power and torque distribution to where it provides the best traction and optimizes driving performance.

The all-new F-150 Raptor also comes with 44% larger Fox Racing Shox with 9-stage bypass damping work to control suspension travel helping prevent the truck from bottoming out over rough terrain. The all-new 2017 Ford F-150 Raptor offers five selectable terrain modes, allowing the driver to optimize Raptor dynamics depending on the external environment.

Other technologies on the truck feature Sync3®, LED multi-purpose screens and a 360-view camera.

Ford's latest 2017 model range is available at Alghanim Auto, the only importer contractually authorised by Ford to sell new Ford vehicles, genuine Ford and MotorCraft® parts, and provide aftersales support to Ford customers in Kuwait.

All current Ford owners and customers can visit the Ford Alghanim New Vehicle Showroom, Service and Spare Parts Center in the Shuwaikh Industrial Area, opposite from the Classical Car Museum and Sirbb Circuit. The showroom is open Saturday through Thursday from 9am to 10pm and 2pm to 8pm on Fridays; meanwhile, the Service Center is open from 7am to 7pm every day except Fridays. For added convenience, the Express Service welcomes customers till 10pm and 2pm to 7pm on Fridays.

To get in touch with Ford Alghanim, please call the customer care center at 1898900; visit [www.fordalghanim.com](http://www.fordalghanim.com) or contact us via social media on @fordalghanim (Twitter, Instagram and Facebook)

