

Ford Alghanim

Organizes First-Ever Parade on Sheikh Jaber Causeway



Winners of the competition – Best Performing & Looking Pick up Trucks



Shot from the Ford Trucks Parade on the Sheikh Jaber Al Ahmad Causeway



Photo of the Parade on the Sheikh Jaber Al Ahmad Causeway



More than 250 Trucks participated in the Ford Trucks Parade



Participants enjoying the Iftar at SIRBB Circuit



Adnan Eidan, Marketing Manager at Ford Alghanim giving a speech

Ford Alghanim, an Alghanim Industries company, celebrated the launch of Sheikh Jaber Causeway, the fourth longest bridge in the world, with the first ever parade on the causeway promoting safe driving. Dubbed Truck Life, the event saw the attendance of more than 250 Ford Truck owners. The event was held in collaboration with Kuwait F-Series Club, ORP, Professional Off-Roader Fahad Ben Hussain, and Solid Projects.

Participating trucks included Ford F-150, F-150 Raptor, F-Super Duty, and Ranger. Following the parade, participants gathered in SIRBB Circuit, where they enjoyed several entertainment activities and competitions for best-looking and performing pick-ups with valuable prizes for the top three winners.

Commenting on holding this event, Adnan Eidan, Marketing Manager at Ford Alghanim, said: "We are honored to organize the first-ever car parade on this new landmark of modern Kuwait. It was an excellent opportunity for us to engage with our loyal customers and all Ford Pickup owners in Kuwait in an interactive public and engaging event, and it comes as part of our efforts to share the passions and interests with Ford Truck enthusiasts, and with the community as a whole."



Photo of the Judging Panel, from left to right, Issam Salame Sales Director at Ford Alghanim, Yasser Ali Alzarif, Customer Care Manager at Ford Alghanim, Yousef AL Neamah from ORP, Fahad Ben Hussain Professional Off-Roader, Abdullah Al-Deyeen from Solid.



Khalaf Al-Haidar receiving official certification on behalf of the Kuwait F-Series Club



Group Photo of the Ford Trucks Parade Participants

Shawki Abboud, Regional Sales Manager at Ford Middle East, said:

"I'm delighted to witness such passion and admiration in Kuwait for the F-150, Ford's exceptional truck. Tough, smart, and capable, the F-150 sales have

increased by 225% in the first quarter of 2019 compared to the same period last year. It has become the vehicle of choice for many truck enthusiasts in Kuwait. F-Series are America's best selling truck for 42 straight years and it's great to see this success replicate in our region."

An independent panel of judges from ORP, Solid Projects, Ford Alghanim, and Ford Middle East alongside Professional Off-Roader Fahad Ben Hussain rated the cars based on a set of criteria focusing on paint finish, exterior modifications, suspension condition, wheels and rims, interior modifications, and innovation in design.

During the event, Alghanim Industries also presented an official certification to the Kuwait F-Series Club as the only official Ford Trucks Club in Kuwait, Recognizing the club and its members as true Truck Life enthusiasts and Ford owners.

Ford Alghanim extended its sincere gratitude to the Ministry of Interior for their efforts in making this event a success, in addition to the co-organizers and judging panel for their participation and support. Ford Alghanim would also like to thank all the participants and Ford Trucks Owners that made this event a great success!



Shawki Abboud, Regional Sales Manager at Ford Middle East giving a speech



Judges Evaluating the contestant's Trucks



Photo of the Parade on the Sheikh Jaber Al Ahmad Causeway