

## **Ford Announces Rise in Sales of Ford Explorers, Available for Sale at Ford Country**

*Ford Explorer Record Sales Leading the Way With Women Drivers, in Part Because of the We Are Warriors Program*

Las Vegas, NV ([PRWEB](#)) April 29, 2016 -- They were the most coveted but also the most elusive buyers of sport utility vehicles.

With the [2016 Ford Explorer](#), Ford has accomplished what would have been viewed as an impossible feat only 10 years ago: Women – comprising the most discerning but loyal group of customers – have propelled Ford to record its best calendar year start for SUVs in the company's history.

Ford has reported 115,228 SUV sales through the first two months of 2016 – an increase of 16% over last year. The Explorer led the way: Sales of the sporty and roomy SUV rose a stunning 18% from February 2015 to February 2016, making it the best-selling midsize SUV among women, according to new vehicle registrations analyzed by IHS Automotive.

The Ford Explorer is also Ford's best-selling SUV among millennials, or buyers aged 25 to 34. While these are customers Ford no doubt will work to keep, market research studies repeatedly have underscored the notoriously fickle nature of millennials – pointing at the added significance of the Explorer's ability to bring the more stable, reliable and loyal shopping habits of women into the Ford Motor Company fold.

### **Ford Explorer Sales Shattering Glass Ceiling**

With women fueling unprecedented demand for the Explorer, Ford is poised to shatter glass ceilings in showrooms across the United States. Sales are up this year across Ford's entire SUV lineup. Here's a breakdown:

- \* Sales of the Edge soared 91% in February and 56% year-to-date.
- \* Flex sales jumped 77% last month and 56% year-to-date.
- \* Sales of the Police Interceptor Utility rose 50% for February and 30% year-to-date.
- \* Expedition sales climbed 22% in February and 19% year-to-date.
- \* Sales of the Escape increased 14% in February and 5% year-to-date.

Ford's unparalleled success with SUV buyers portends a promising reception for the 2017 Escape, which is due in showrooms this spring. With a host of available features including SYNC® 3, enhanced active park assist and two EcoBoost® engines, the Ford Escape might give Explorer a run for female buyers.

### **We are Warriors - Bringing Brand Awareness and Supporting an Important Cause**

At least part of the reason why Ford is gaining traction with women where other vehicle manufacturers have failed is probably due, at least in part, to its ambitious We are Warriors campaign, which is dedicated to the fight against breast cancer. Over the last 20 years, and through the ancillary Warriors in Pink apparel campaign, Ford has helped raise nearly \$130 million for four breast cancer charities:

1. Susan G. Komen®, the world's largest breast cancer organization, which has invested more than \$750

million in the cause over 30 years.

2. Young Survival Coalition, who provides free resources and programs to support, educate and empower young breast cancer patients.
3. Dr. Susan Love Foundation, which supports 374,000 volunteers in research studies and funds groundbreaking breast cancer research.
4. The Pink Fund, who provides up to 90 days of non-medical financial assistance to breast cancer patients in need.

While the Ford Explorer enjoys its status as the best-selling midsize SUV in the country, Ford no doubt will want to continue to make inroads not only among women, but women millennials. After all, this is the same demographic group that represents the median age of first-time homebuyers in America, according to the National Association of Realtors. That median age is 30 – about the same age many people begin having children and may be seeking the roomy comfort the Ford Explorer offers. This insight is not lost on Erich Merkle, a sales analyst for Ford.

“It’s an example of need-based growth,” he said. “Millennials have begun forming families and those families are growing, in terms of the number of children as well as the size of those children. Explorer provides the space those families need today and tomorrow while maintaining the image they want to project.”

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With women driving many family-buying decisions, Ford is no doubt strapping itself in for what will continue to be an exciting and record-shattering ride in 2016. Stop by Ford Country in Las Vegas at 280 N Gibson Rd, Henderson, NV 89014 to shop Ford Explorers today!

#### About Ford Country Las Vegas

Ford Country Las Vegas, part of the Gaudin Motor Company family, was established in 1996 and continues to lead in the industry as a top 100 Ford dealership in the country. Located in the Henderson Valley Automall, Ford Country is made up of highly trained professionals who share a steadfast commitment to its customers and their needs. Ford Country is designed to serve as both a credited dealership, anchored by a state-of-the-art open showroom, and a full service automotive department that features Quick Lane maintenance for customer convenience. The facilities also invites guests to dine at Ford Country’s popular Mustang Sally’s Diner, adjacent to the showroom and features 60s style décor and delicious diner-style cuisine. Ford Country is home to Motorsport Enthusiast, a custom shop that offers automotive accessories and apparel. For more information, visit [www.FordCountryLV.com](http://www.FordCountryLV.com).



**Contact Information**

**Reece Markman**

Ford Country Las Vegas

<http://www.FordCountryLV.com>

800-583-5615

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