

4 Reasons Why People Love to Drive a Ford

Description

Brand loyalty for vehicles comes from several years of excellence. That is why Ford is considered the best in its class, and continues to sell out worldwide. There are plenty of reasons to choose Ford, and the list of “why”™ will continue to grow.

1. A Better Design

Ford was the first automaker to take both design and performance seriously. That is why you see a wide range of designs when visiting [ennis ford](#). While other brands have stuck with the same design for years, Ford has experimented and reinvented some of the most popular designs of the century. This includes making the interior of their cars just as exciting as the exterior. Buying a Ford is a full experience, and it all starts with that eye catching design. The brand has come a long way from the traditional black look in its original 1914 version.

Now Ford cars and trucks are offered in more colors than any other vehicle in the world.

2. History of Quality

[Ford Motor Company](#) is more than just its name. For over 100 years, the company has proven time and time again why they are the go to choice for vehicles. Any company can use words and marketing to describe their excellence. But Ford is one of the few companies that can politely point to their history with full confidence. Their quality control reputation is earned, and it is the main reason why they have such a high customer retention rate. Many Fords are vehicles that are passed from generation to generation in a family.

You can’t beat consistency, so a Ford is always a solid choice for long-term value.

3. Tested Technology

Every year there is a new technology to debut in the industry. This includes proprietary features and improvements to existing features. Ford doesn’t use alpha, beta or untested technology in their vehicles. Even if it is the hottest new thing in the industry, every Ford technology breakthrough is only [introduced after vigorous testing](#). In a world where vehicle manufacturers have to do costly recalls, Ford stands alone as the best standard to technology excellence.

This is apparent with the MyFord Touch, considered by many to be the best version of any vehicle voice or touchscreen system since 1986.

4. A Better Environment with Ford EcoBoost

Ford EcoBoost is the company's biggest commitment to the environment. What started out as a simple idea became a reality in the 2009 Ford Taurus. Great fuel economy features are shared by both their trucks and cars.

But what about the new age electric vehicles? The Ford Focus is an all-electric model that shows how serious the company is about giving consumers a choice. And for buyers that want a little bit of both, Ford has continued to push their well-known hybrid cars.

This places Ford as the leader in providing consumers the most flagship options for each type of vehicle.

Drive Proud

You will always have plenty of choices when it comes to choosing a Ford vehicle. These broad options are not available when you go to a competitor. As long as Ford is thriving, the car and truck industry will continue to be on the winning side.

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