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# **Ford India Monsoon Campaign 2009**



Following footsteps of [Toyota](#) and [Skoda](#), Ford has rolled out its 'Monsoon Campaign 2009' for its consumers across all authorised Ford dealerships in India. It will be phased roll-out depending on markets that will be impacted by the rains. The campaign has been kick started in the southern region - Kerala and Bangalore to be followed with camps in 2nd and 3rd week of June in Andhra, Maharashtra, Goa, Madhya Pradesh and Gujarat. Each dealership will be hosting the Monsoon Camp for 4 days.

"Our consumers are very important to us and together with our dealers, we are committed to take care of them through these Monsoon camps by offering greater value to our consumers and a hassle-free Ford ownership experience during the rainy season," Met Arias, general manager, Customer Service Operation, Ford India said.

As a part of the campaign, Ford India will be providing customers a 50- point general check up; wiper blades at 50% discount on MRP (replacement after physical evaluation); brake pads at 15% discount on MRP; windscreen wash fluid pouch ( free of cost); 15% discount on mechanical labour for additional jobs identified during the monsoon check-up; and complimentary wheel alignment and car wash. The dealers in individual markets will inform their consumers on specific camp dates through a combination of communication activities such as direct mailers, tele-calling & sms alerts, news paper advertisements and banners in their respective cities.

You can also find this article published on [Ford India Monsoon Campaign 2009](#), and on the tag pages [Ford](#).