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Ford To Hold Midnight Sale On 4th December



Ford is holding a special "Midnight Sale" on the 4th of December, 2011. On this day, the company's dealers will open the showrooms at 8 AM and will only close it at midnight. Ford will offer special discounts along with reduced interest rates to customers. Buyers will also get surprise gifts and have a chance at winning gifts worth upto Rs. 2.5 core. These gifts include BlackBerry phones, LED TVs, DVD players and digital cameras. Some activities which will take place at the showrooms include magic shows, Mehndi and fun games. The activities are being done to actively involve the complete family in the car buying process.

"After last year's runaway success, we decided to bring back the 'Midnight-Sale' considering the needs of those consumers who have been looking at purchasing a car but are hard-pressed for time. The uniquely designed event will make it convenient for them to buy a car besides offering an opportunity to avail great offers and win surprise gifts. This makes it the best day ever to buy a Ford car. One of the many things that make Ford stand apart from others is the driving experience and we will encourage all prospects to take a test drive to experience the joy in driving a Ford car," Nigel E. Wark, executive director (Marketing, Sales and Service), Ford India, said.



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