



## Ford in customer rewards push with NADA announcement, attended by Jim Hackett

Ford made a first step towards its goal to improve customer retention at the NADA conference last week, attended by Ford CEO Jim Hackett for the first time.

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An airline style rewards scheme will launch through all but four of Ford's 3100 US dealers in April 2019. Faced with market changes the Dearborn company is looking at new ways to attract and retain customers. Ford is ending sedan production in favour of SUVs, trucks and electrification, as part of a restructuring.

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Like rivals in the US and Europe, Ford is betting that car buyers will want added value and services, and a better relationship with OEMs and dealers.

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The rewards scheme will include complimentary maintenance and customers who sign up will get \$210 in service credits, available through the FordPass digital app. Accumulated points will be valid across different dealerships.