



Overview

Country or Region:

Worldwide

Industry:

Automotive

Ford Puts Its Dealerships on the Map

Leading automotive manufacturer, Ford, uses the Multimap API from Bing Maps for Enterprise on its Web sites to enhance users' online experience and to drive more traffic to its dealerships.

In North America, Bing Maps helps visitors to the Web sites of five Ford brands (Ford, Volvo, Mazda, Lincoln, and Mercury) find their nearest dealership and map their route to it. Visitors to www.ford.ca can choose to search for and receive this information in French or English, while their neighbors in the U.S. can do so in English or Spanish at www.ford.com.

Users of Ford Britain's Web site, www.ford.co.uk, can receive details for their nearest dealerships, along with local maps and a link to step-by-step driving directions to those dealerships.

Users of any of Ford Europe's 19-strong portfolio of country Web sites can search for dealers and travel directions from any page. The Multimap API dealer locator, mapping, and driving directions are available in the local language.

For More Information

For Multimaps sales inquiries, please call:
+44 (0) 207 632 7700.

Email:
mminform@microsoft.com

For more information about Ford, visit:
<http://www.ford.com>

Bing Maps for Enterprise

Bing Maps for Enterprise is the mapping platform from Microsoft, used by thousands of companies, governments, developers, individuals, and communities around the globe.

For more information, visit:
www.microsoft.com/maps

Software and Services

- Bing Maps for Enterprise