

## Swedish Ford Focus FFV procurement (Sweden)

<b>Name/ concept</b>	Swedish Ford Focus FFV (Flexi Fuel Vehicle) procurement /Joint Procurement of AFVs
<b>Start date/ Duration</b>	1998-2001
<b>City, region, country</b>	Sweden
<b>Geographical area covered/ trip length focus</b>	Sweden
<b>Modal focus/ mode integration</b>	Procurement of Ethanol FFV vehicles
<b>Financing/ funding</b>	Cities, some national funding for PR
<b>Human resources</b>	-
<b>Facilities/ vehicles</b>	Procurement to introduce Ethanol FFV vehicles on the Swedish market at a competitive price In the end 1 offer, provided 4 000 buyers 3 000 buyers joined → delivery New, cheaper technology Introduction at Swedish market Prices 550 € less than petrol version By year 2004, 14 000 units sold triggered off SAAB and Volvo to launch ethanol models New models also from Ford in 2005
<b>Relevant stakeholders</b>	Cities, Miljöteknikdelegationen (national body for new technology), Environmental NGOs, Ford Sweden
<b>Market segment &amp; user groups targeted</b>	Private citizens
<b>Marketing</b>	Seminars, advertisements, Work shops, company visits etc.
<b>Monitoring/ evaluation</b>	-
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