

Duck2water Guide to Ford Cars, Insurance and UK Motoring

As a proud Ford owner, you are going to love this guide about your favourite motor. We have collected expert information all about this vehicle manufacturer, as well as how to get a cracking Ford car insurance deal, done the duck2water way - cheap, easy and providing great cover.

What makes this company such an iconic one? Ford... stop and pause on that name. What comes to mind? First thoughts might be about the founder Henry Ford who was once reported to have said people can have any colour car model as long as it's black.

It is believed to be the world's most valuable vehicle brand with a global profile that manages to eclipse close rivals. Having said that, it's only the third biggest car manufacturer across planet earth - the top spot is held by Toyota with General Motors in second place.

Ford has a huge reputation for both affordability and quality – probably here lies the key to its success. This reputation has paid off in terms of sales and Ford models regularly lead the way in the top ten most popular models charts.

With such huge popularity, it would be rare to come across anyone in the UK, America or Australia, even Asia, who could not name at least three or four Ford models.

Famous Fords

- **Ford Fiesta** - a popular model with people of all ages who don't need a lot of space, but want a car that is reliable, economical and compact. This makes it perfect for young drivers and urban dwellers. With cost being the number one concern of most motorists, its running costs are reasonable thanks to good fuel efficiency and the fact that most versions fall into a low car insurance group.

- **Ford Focus** - the best-selling car in the world in 2001 and 2002 thanks to an eclectic mix of practical features, stylish looks, economy and a great ride. The Ford Focus somehow manages to be everything to everyone.

It performs well enough to appeal to those who want a good drive, runs efficiently enough to those who want low-costs, and is spacious enough for those who want to fit the family in.

- **Ford Mondeo** - appeals to private buyers who want a bit more space, style and a smooth ride. However, where it has really shone is in the company car and fleet world. While running costs may not be the primary consideration, diesel versions are attractive purchases to cost-conscious buyers. Servicing costs and fuel efficiency are both reasonable, although depreciation is a little on the steep side thanks to the huge numbers of them on the road. However, this also means that if you are buying used, you can pick up a bargain.

Ford performance, quality and style

Feedback from Ford-lovers is pretty much overwhelming about performance – Ford is about an enjoyable driving experience. Motorists were found the Ford Fiesta to be “massive fun”, while a Ford Focus raced on a track brought pleasure to some owners.

Is there a price for such an enjoyable ride? Long gone are the days when drivers and mechanics used to recite, “Lumps of tin and bits of board all go together to make a Ford.” Complaints nowadays are minor but worth weighing up when evaluating which car to buy:

- Ride slightly too-firm ride at slow speeds, such as in urban areas
- Driving can be a touch noisy, so silence in the car could elude Ford owners
- Cabin quality has often been a complaint with seats not as comfortable or favoured by back doctors – unlike German makes such as VW, BMW or Audi
- A few reviewers complained of a few rattles here and there in the cabin, but this was generally considered to be a minor niggle rather than a serious problem

Not in the same league as Aston Martin, Lotus or, say, Mercedes, Ford can be said to offer a good look at an affordable price. Duck2water Car Insurance Services is unaware of people embarrassed to drive a Ford, a fact that could not be said to be true of, for example, a Reliant Robin!

Running costs

Many Ford owners said it seems impossible to get close to the ‘miles per gallon’ listed by the manufacturer, but nearly all agreed their vehicles were pretty economical. Combine fuel efficiency with the performance and quality factors already mentioned, then perhaps it is no surprise Ford makes cars that are a better option than alternatives on the market.

Many Ford owners and reviewers have had good experiences with reliability of their cars, finding little needs to be done. Spares tend to be affordable, even cheap. But it is a common experience to face larger-than-expected servicing bills.

Duck2water Car Insurance recommends motorists shop around for best maintenance. Often smaller, independent garage operations can be a better bet. To be looked after, cherished even, is the ‘sole proprietor’-type car mechanic who picks up your car from your house, always fixes problems and never charges the earth.

Get Ford car insurance for less

Ford car insurance tends to be very reasonable – although, like all car insurance for young drivers – prices can seem high when you start driving.

The duck2water way to get car insurance focuses on three key aspects - cheap, easy and providing great cover.

No matter what model of Ford you own, duck2water can guarantee you car insurance deals that are among the cheapest on the market.

Simply visit our online website – www.duck2watercarinsurance.co.uk – for a quote in less than five minutes. With special deals for Ford car insurance, drivers are guaranteed to pay even less than our already-cheap rates. The level of cover is excellent – with some insurance extras thrown in for free. Don't hesitate – try duck2water now.