

Ford Fiesta Spurs World's Biggest 'Tweetup'

LOS ANGELES, Dec. 3 /PRNewswire-FirstCall/ --

- Fiesta Movement agents and their Twitter friends gathered at the Palladium in West Hollywood Tuesday night and set a new Guinness World Record for the "most attendees at a tweetup"
- Ford's Fiesta Movement Awards Celebration provided attendees with a sneak peek of the North American Fiesta in advance of its reveal at the Los Angeles Auto Show
- Fiesta Movement agents have traveled more than 1.4 million miles and have generated more than 6 million YouTube views, nearly 740,000 Flickr views and more than 3.7 million Twitter impressions

Biggest. Tweetup. Ever. When Ford Motor Company (NYSE: [F](#) [1]) hosted its Fiesta Movement Awards Celebration at the Palladium in West Hollywood Tuesday night it also set a Guinness World Record for the most attendees at a tweetup. A tweetup is any gathering of two or more people who know each other through Twitter, and this unprecedented event brought together 1,149 Fiesta Movement agents and Twitter friends.

"Time and again, our Fiesta Movement agents have shown how social media, adventurous spirit and unbridled enthusiasm can bring people together in new, exciting ways," said Connie Fontaine, Ford brand content and alliances manager. "Never before has a group of car owners created such a sustained buzz for a new car. We're thrilled to celebrate their collective accomplishment."

In addition to the tweetup milestone, the event's attendees also honored their favorite Fiesta agent, Courtney Force.

The Fiesta Movement Awards Celebration also provided attendees with a sneak peak of the new Fiesta in advance of its reveal at the L.A. Auto Show. The Fiesta for the North American market shares the European model's kinetic design, platform, performance and driving dynamics. Its body structure underwent minor adaptations to meet unique North American safety standards.

"Over the past six months, our Fiesta agents have shown a lot of love for their cars, which were European spec," said Fontaine. "Judging from their reception for the North American model, that love affair will flourish in the coming year."

Building buzz

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As part of the Fiesta Movement social media initiative, 100 young trendsetters are test driving and living with a European-spec Ford Fiesta for six months, traveling as agents on special missions. They then go on to relate their experiences through a variety of social media sites.

Throughout the Fiesta Movement, agents have traveled more than 1.4 million miles and have generated more than 6 million YouTube views, nearly 740,000 Flickr views and more than 3.7 million Twitter impressions. The Fiesta Movement and test drive program has resulted in more than 80,000 hand-raisers.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 200,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com [2].

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